

PORTFOLIO

PITCHAYA

PITCHAYA

SAEKIN



Get in touch!

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📷 Pit.cha.ya

☎ (+66) 85 162 7853

About Me

Hi! I'm Pitchaya but you can also call me Tonlew. I'm a fresh graphic design graduate based in Bangkok. I'm passionate about graphic design, typography, and layout design, with a strong focus on visual storytelling and clarity. I'm constantly exploring new design methods, tools, and trends. I'm passionate about crafting designs that are not only visually engaging but also purposeful and effective.

Education

July 2021 - April 2025

Bachelor of Fine Arts Program
in Visual Communication Design

At Silpakorn University (3.68)

Experiences

2021 - Present

Graphic Designer (Freelance)

- Working on design projects through from developing concept to final design.
- Works with the art director to determine the scope of projects.

April - July 2024

Graphic Designer (Intern)

Ghostfac BKK Studio, Bangkok, Thailand

- Designed graphic and lettering for song titles or logotype for artists.
- Work with the art director to define the creative direction and scope of works.

Software



Skills

Typography

Layout Design

Retouching

Logo Design

Identity Design

Illustration

Awards

- The Best Thesis Award 2025
Visual Communication Design,
Silpakorn University

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PUBLICATION DESIGN

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ไทยไทป์

"ThaiType" is a book that takes readers on a journey to explore the roots of Thai letterforms starting from their origins and tracing the evolution of Thai type across different historical periods up to the present day. The book introduces key principles of Thai typography that help readers create designs that are clear, readable, effective in communication. It emphasizes the idea that great type isn't just about looking beautiful, it's about communicating with purpose and clarity.





The book is designed under the concept of an "Interactype Journey". a reading experience that goes beyond traditional formats. By integrating interactive paper techniques such as folding, pulling tabs, and uncovering hidden layers, readers are encouraged to actively engage with the content and discover deeper details on their own. This interactive approach turns the act of reading into a playful exploration.

TAGLINE

เส้นทางอักษรไทย จากรากสู่ดีไซน์

MOOD AND TONE

Playful

Dynamic

Striking

TYPEFACES

หัวเรื่อง Heading

Anugrom
Regular

AaBbCc!?!?
1234567890

หัวเรื่องรอง Sub-heading

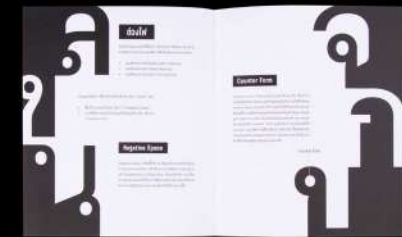
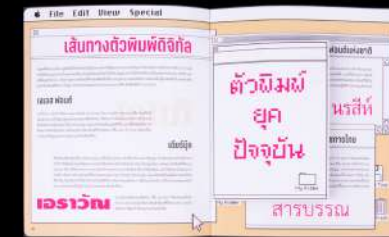
Anugrom
Light

AaBbCc!?!?
1234567890

เนื้อความ Body Text

Thonglor Soi 4 Nr
Regular

AaBbCc123!?!?
1234567890



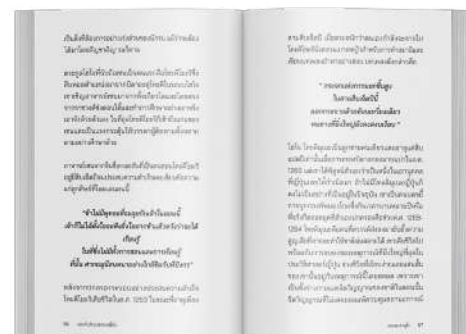
THAI TYPE KIT

The Thai Type kit is a hands-on lettering design set that includes grid papers, a type measuring ruler, a pen, and a set of stickers. providing everything you need to explore and create Thai letterforms in your own unique style.



ZEN BOOK

Redesign of the Zen Book with the concept The Nature of Imperfection. The project included designing the book cover, creating the interior layout, and redefining the book's size to make it more portable and user-friendly. (School Project)



CONTENTS

01 TATTOO STYLE FOR EVERYONE

- Old School Tattoos
- New School Tattoos
- New Traditional Tattoos
- Realistic Tattoos
- Micro Realism Tattoos
- Minimalist Tattoos
- New Tribal Tattoos
- Hand Poke Tattoos
- Font and Lettering Tattoos

02 HOW TO BECOME A TATTOOIST

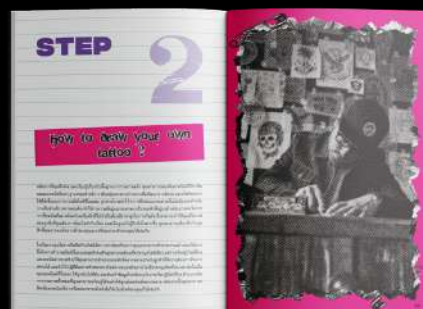
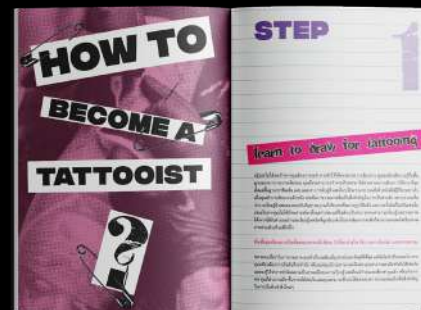
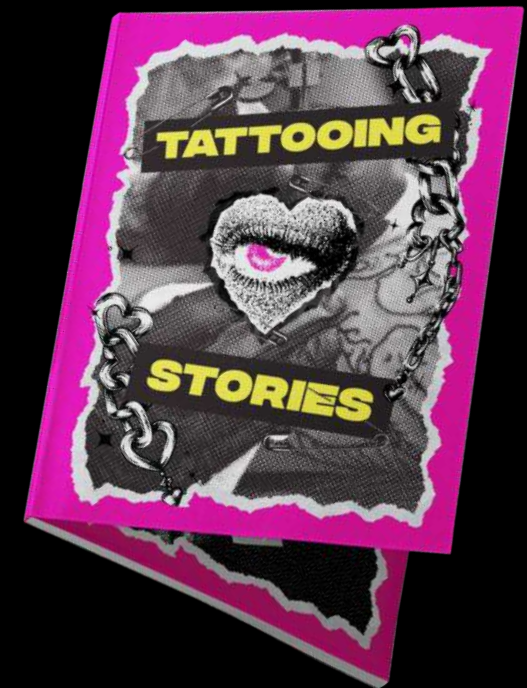
Step 1: Learn to draw for tattooing

What supplies do you need to learn?

Step 2: How to draw your own tattoo?

Step 3: What tattoo equipment do you need?

TATTOO STYLE FOR EVERYONE



TATTOOING STORY

Tattoo Story is a zine about tattoo culture, featuring different types of tattoo styles and a beginner's guide for those interested in becoming tattoo artists.. (School project)



The Freakademy is a senior thesis exhibition by fourth-year students of faculty of Decorative Arts, Silpakorn University. I was part of the team responsible for the exhibition's visual identity. My main tasks included designing the logo, creating the catalog cover and layout, and producing online materials to promote the event.

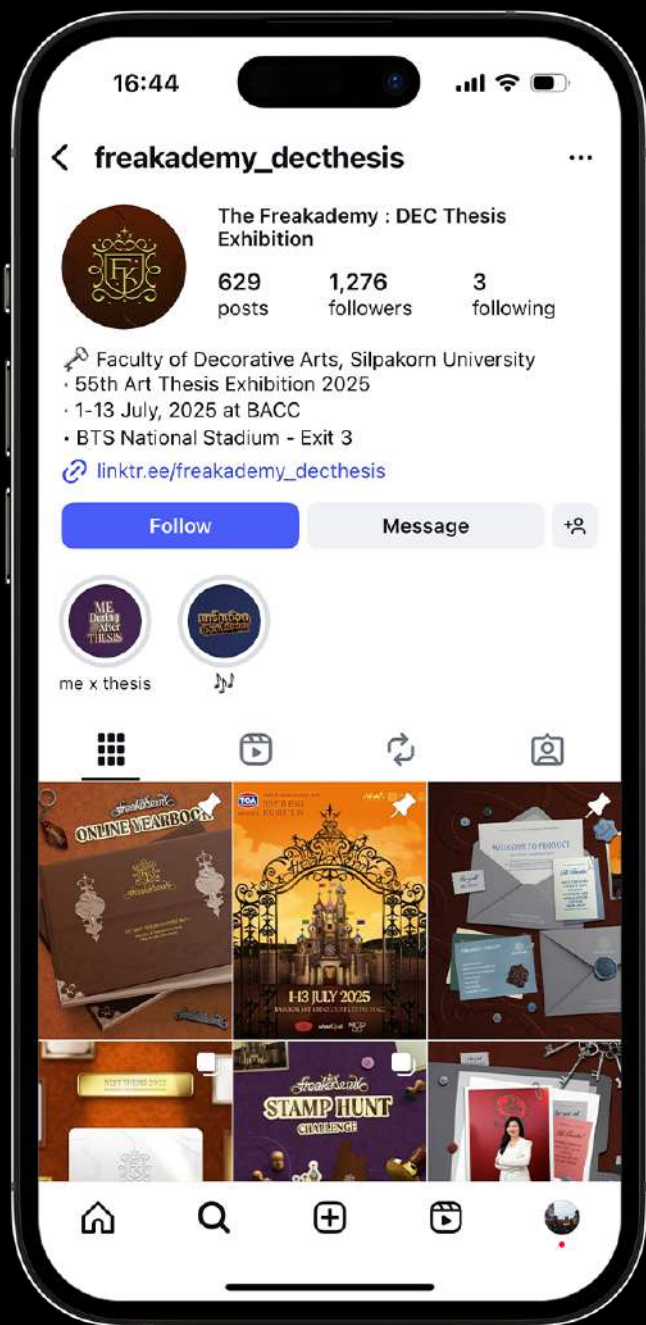


MAIN POSTER DESIGN



I was assigned as the lead designer for the catalog book that collected the senior thesis works of fourth-year students at Silpakorn University. I was responsible for overseeing the overall design, layout, and visual consistency of the publication.

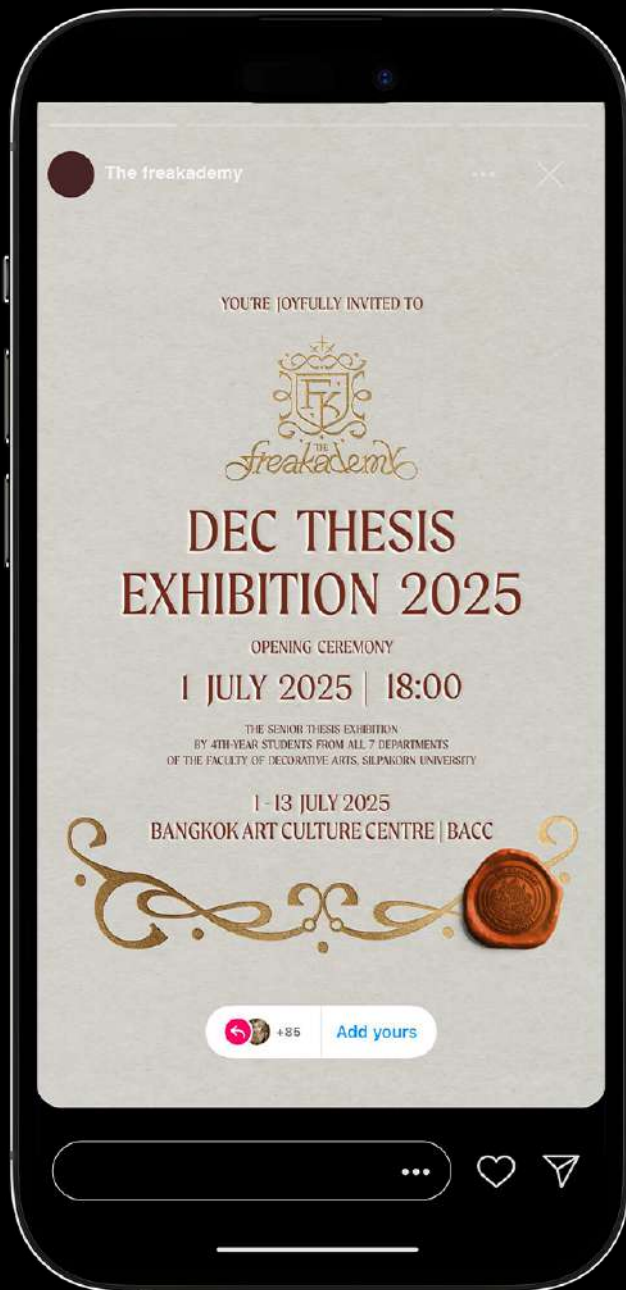




MEDIA POST FOR PROMOTE



INVITATION STORY POST



SPECIAL GUEST POST



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ALBUM DESIGN

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human Certificate

PRE-ORDER
29 NOV - 29 DEC 2025

human Certificate

SHERRY'S ALBUM DESIGN

Human Certificate is the debut album of the duo artist "Sherry." I was part of the creative design team for this project, responsible for the overall visual design of the album. My role included album cover design, CD packaging design, photobook layout design, and logotype design, ensuring a cohesive visual identity that reflects the concept and emotion of the album.

HARD COVER BOOK
14 X 14 CM
60 PAGES



HUMAN CERTIFIED
POSTCARD
9.7 X 12.3 CM

Human Certificate postcard form with fields for name, address, and contact information.



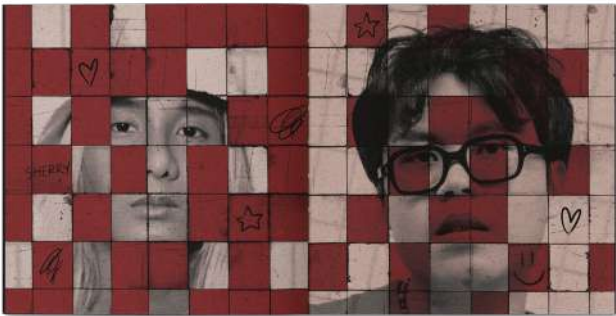
CD & SLEEVE : 12 TRACKS
12.5 X 12.5 CM



SHERRY
599 THB

- | | |
|---|--|
| 01 หัวใจที่เราจะไม่พบกันอีก...HELLO, GOODBYE! | 07 ละเมอดาว.....STARRY NIGHT |
| 02 ก็...รู้ดี.....IF YOU WANT | 08 ในที่สุด.....COROLLA |
| 03 โลกยังหมุนไป.....HEART ECHO | 09 หากเธอมีน้ำตา.....LEAN ON MY HEART |
| 04 ไม่ต้องโทษใคร.....ENOUGH | 10 หยดก่อน!.....PUZZLE |
| 05 โกรธสักคน.....DESTINY? | 11 พอแล้ว(แต่จึกแล้ว).....SERTRALINE |
| 06 แม่พยายาม.....SUFFERING | 12 เธอไม่ได้สอนให้ฉันอยู่คนเดียว.....TAUGHT ME HOW |

PHOTO BOOK LAYOUT DESIGN



PRE-ORDER ALBUM

5 - 20 พฤศจิกายน 2024

*PROTOTYPE ONLY FINAL PRODUCT MAY BE SLIGHTLY DIFFERENT.

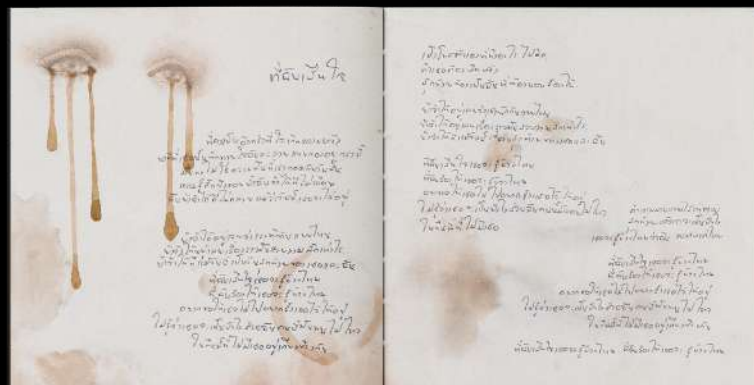


ขอให้มีความสุขกับเพลงเศร้า MANUTSAWEE'S ALBUM DESING

The debut album of the band Manatsawee. I was part of the design team for this project, with my main responsibilities focused on photobook layout design and photo retouching, ensuring that the visuals matched the mood and emotion of the album.

BOOKLET 42 PAGES | CD | POSTCARD | POSTER | GLASS ART

PHOTO BOOK LAYOUT DESIGN



EST. **BAMM** 2021
BURGER

เปิดสั่งจอง

BAMM 2nd Full Album
bammBurger

ตั้งแต่วันที่

21 มกราคม 2568 - 21 มีนาคม 2568

BAMM BURGER

Bamm's Album Design

“Bamm Burger” is the second album of the band Bamm. I was part of the design team for this project, with my main role focused on mascot design and creating selected graphic elements used in the album packaging.

bammBurger
BOX-SET PACKAGE
(8 TRACKS)

1 COMPACT DISC
2 RANDOM PHOTOCARDS
(RANDOM 2 OUT OF 6)

1 CD SLEEVE
8 STICKERS SET

1 COVER ALBUM
10 SHEETS BURGER SONGS

1 POSTER
34 PAGES PHOTOBOOK

1 NAPKIN
1 WRAPPING PAPER

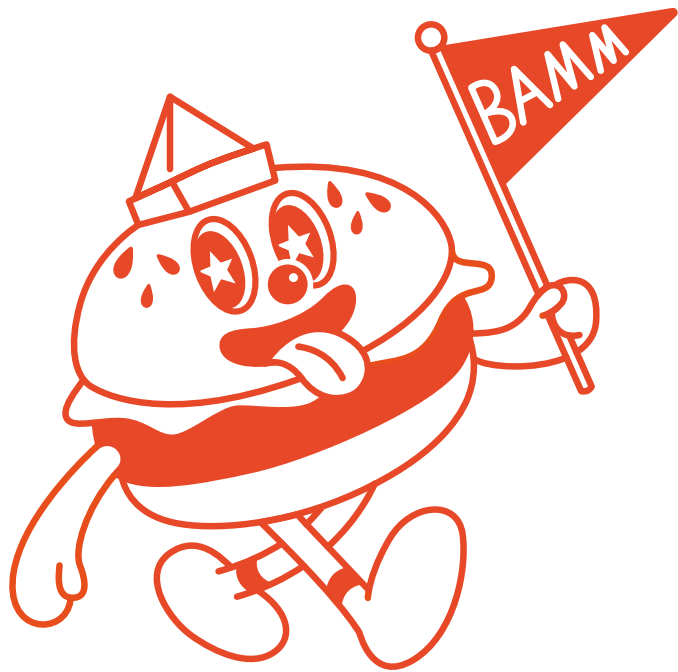
* 1 อัลบั้มลุ่มรับสิทธิ์เข้าร่วมกิจกรรม **FAN SIGN EVENT** จำนวน 1 สิทธิ์/อัลบั้ม

ผู้ที่ได้รับสิทธิ์จะต้องมีชื่อในรายการสั่งซื้อตรงตามบัตรประชาชนเท่านั้น

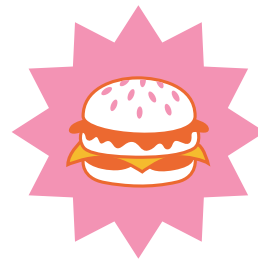
หลังจากประกาศรายชื่อแล้ว ทาง **LIT ENTERTAINMENT** ขอสงวนสิทธิ์ในการเปลี่ยนชื่อ - นามสกุลผู้เข้าร่วมในทุกกรณี

PRICE
890 THB.-
(รวมค่าจัดส่ง)

MASCOT DESIGN



GRAPHIC ELEMENT DESIGN



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VISUAL IDENTITY DESIGN

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มูลนิธิโรงพยาบาลศรีธัญญา

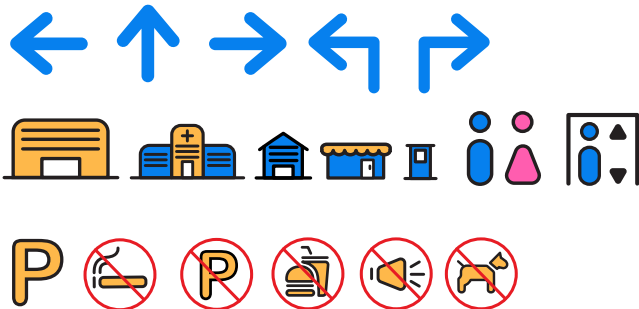
SRITHANYA HOSPITAL FOUNDATION

Brand identity design for Srithanya Hospital Foundation. The foundation was founded primarily to assist underprivileged mental health patients in receiving treatment. The foundation's slogan "I AM FROM SRITHANYA" has been incorporated into the design. (School project)

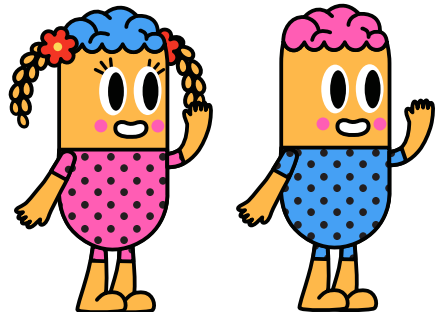
Logo Design



Pictograms



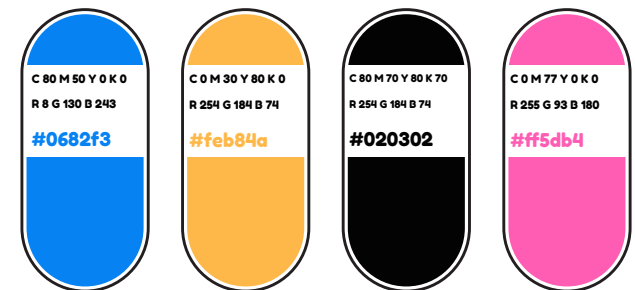
Mascot



Graphics and Illustrations



Colors Identity



Typeface Identity

Fredoka One
Regular

abcABC123?!

HEADLINE (ENG)

MN ECLAIR
Regular

กขคดabcABC?!

HEADLINE (TH)

Bai Jamjuree
Light

กขคดabcABC?!

HEADLINE (TH)





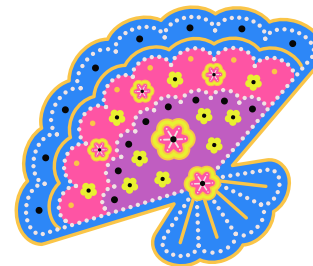
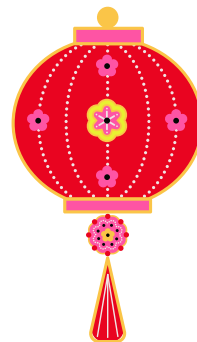
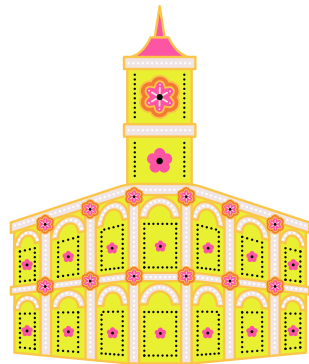
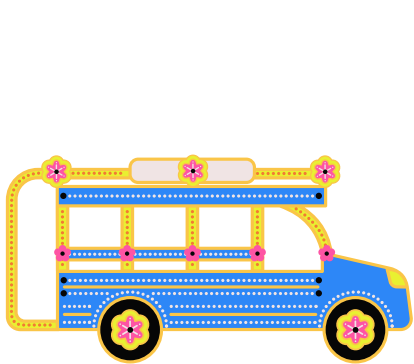
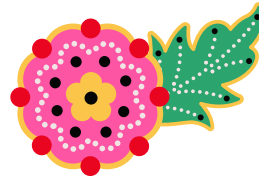
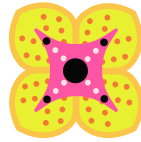
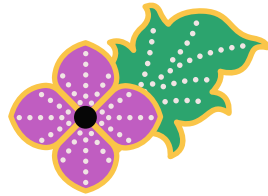
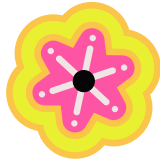
ເດືອນ 3 ບ້ານເຮາ

Phuket's Chinese New Year

“ເດືອນ 3 ບ້ານເຮາ” is an annual Chinese New Year festival in Phuket, taking place every February (the third month of the lunar calendar). The visual concept was inspired by Pa-Teh fabric patterns from traditional Baba-Yaya costumes, which are a cultural identity of Phuket.

I was responsible for the project from the early concept stage, including art direction, key visual design, logotype design, and the creation of graphic elements used across the festival's visual materials.

GRAPHIC ELEMENT DESIGN







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URBAN GRAPHIC DESIGN

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FOOTBRIDGES PHUKET

Bridge mural design project to design patterns on footbridges in Phuket. Route from Phuket International Airport into Phuket Town. The concept comes from Batik art, Chino-Portuguese, Porcelain and Chinese paper cutting



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LETTERING DESIGN

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THE
freakademy

สยามป๊อปปี้
PULS

NUNEW 1st CONCERT
DREAM
CATCHER

ALICE
IN THE
MOONLIGHT

APPLE BITE

ซันไรส์

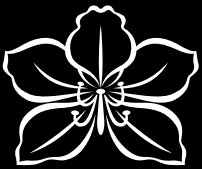
THE
LITTLE WITCH

โรสชาไร

จูวอร์น

human
Certificate

ETC
คอนเสิร์ต
CONCERT


CHONGKHO

ความทรงจำที่แสนดี

IN THE
Nick of Time

ENVY chef!
Granny Cooking Competition

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RETOUCHING

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RETOUCHING FOR ADVERTISING



This project involved photo retouching for an advertising campaign promoting Corona beer, under the slogan "Find Your Beach." The concept communicates the idea that no matter where you are, enjoying a Corona can make you feel as if you are at the beach, creating a relaxed and refreshing atmosphere through visual storytelling. (School Project)





Additional photo retouching work

THANK YOU

PRIMO