

CHANNARIN RODKRD

CREATIVE ART DIRECTOR

2011 ————— 2025

# PORTFOLIO

I'M RIN CHANNARIN RODKERD, A CREATIVE ART DIRECTOR WITH EXPERIENCE IN ADVERTISING AND ENTERTAINMENT INDUSTRY, I THRIVE ON CRAFTING 360° AND TURNING BOLD IDEA DRIVEN BY CREATIVITY AND EXPERIMENTATION

**Atime Media 2011-2015**  
Graphic / Stage Designer

**Musketeers 2015-2018**  
Art Director / Stage Designer

**Dai-ichi Kikaku 2018-2018**  
Art Director / Space Designer

**Whiteline Group 2018-2020**  
Art Director

**Pronto Group 2020-2021**  
Jr. Creative Director

**Innosense 2021- To Present**  
Creative Grouphead (Art-Based)

**Date of Birth** | Feb 17, 1985  
**Based in** | Bangkok

**Bachelor** | Suan Sunantha University  
**Faculty** | Architecture and Science : Product Design

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## I've Worked With



CAMPAIGN

ART DIRECTION

TVC

KEY VISUAL

BILLBOARD

ONLINE

 HYUNDAI

# STARGAZER X

When STAR meets STAR(GAZER)





## Background

The client aims to establish strong brand recognition for StargazerX in its new identity, highlighted by a refreshed color palette and enhanced options, designed to elevate the overall experience beyond the previous model.

## Idea

The goal is to build strong recognition for StargazerX through its 'Star' identity, reinforced by a bold and iconic front-end design that stands out as a unique signature, while positioning the vehicle as an MPV of MVPs – a car that delivers both standout presence and practical excellence for everyday life.

## Execution

The "When STAR meets STAR(GAZER)" campaign, featuring sports star Song Wipawee, celebrates overcoming challenges and embracing one's inner star. The Stargazer X is positioned as a vehicle that inspires individuals to shine brighter on their journeys.

 HYUNDAI

# STARGAZER X

When STAR meets STAR(GAZER)



[Click on view video](#)

# Key Visual

When the star of the brand ambassador meets the star of the car, StargazerX becomes a bold reflection of individuality confident, distinctive, and unmistakably your own

# Social / Functional

The key visual series communicates StargazerX as an everyday lifestyle vehicle, showcasing its bold exterior, comfortable and flexible interior, refreshed color options, and smart features that seamlessly support daily life

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



HYUNDAI

# STARGAZER X

When STAR meets STAR(GAZER)



## Key Visual & Campaign Concept

- Concept : Spacious, Futuristic and User-Friendly.
- Execution : Compositing to highlight user-centric features



## Multi-Channel Execution

- OOH & Print : Billboards, Magazine Ads
- Digital & Social : Carousel Ads, Occasion-Based Marketing
- TVC Video
- Retail Experience : In-store display & Test drive



TVC / Film Video : Online-Offline



CAMPAIGN

ART DIRECTION

TVG

KEY VISUAL

ONLINE

≡ SANSIRI

# PROUD OF PAWRENTS

*#PetsOfSansiri*

The "Proud of Pawrent" campaign celebrates pet owners' pride in their companions while showcasing Sansiri communities' support for petfriendly living



SANSIRI

# PROUD OF PAWRENTS

#PetsofSansiri

## Background

Sansiri's "You are made for life" brand introduces a "Pet-life matters" initiative, focusing on pet-friendly products, designs, and services.

## Idea

Differentiate Sansiri by creating a pet-centric lifestyle where pets are valued as family members.

## Execution

The campaign featured a pet-perspective film, social events for pets and owners, and PR with pet-parent KOLs, highlighting thoughtful designs tailored to pets' needs.

SANSIRI

Click on view video

**PROUD OF  
PAWRENTS**

ภูมิใจเสนอ  
สิ่งที่ดีที่สุดเพื่อคุณตัวเล็ก

# Key Visual

When your pet could speak, it would say it all a life surrounded by comfort, care, and a better environment that truly elevates the quality of life for the one you love.

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



≡ SANSIRI

มันจะมีอะไร  
ภูมิใจไปกว่า...

การได้นั่งพินิจ บนเก้าอี้ส่วนตัว  
ในบ้านแสนสิริ

#PETOFSANSIRI

A DESIGN OF  
WELL-BEING & LIFESTYLE

ดีไซน์ที่ตอบโจทย์ความต้องการของสัตว์เลี้ยง

เลข 85



≡ SANSIRI

มันจะมีอะไร  
ภูมิใจไปกว่า...

การได้นั่งบน เก้าอี้ PET PARK  
ที่สวน แสนสิริ

#PETOFSANSIRI

A GOOD LIVING

ดีไซน์ที่ตอบโจทย์ความต้องการของสัตว์เลี้ยง



≡ SANSIRI

มันจะมีอะไร  
ภูมิใจไปกว่า...

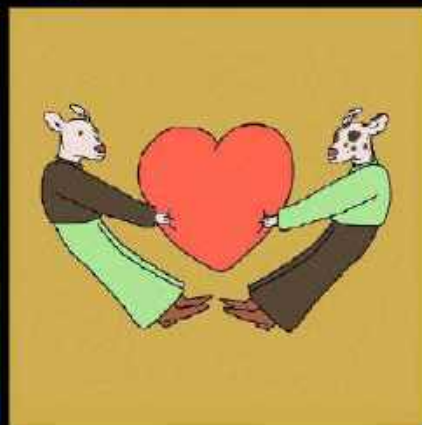
การได้อยู่ใน COMMUNITY ที่น่ารัก  
สำหรับพวกตัวสี่ง

#PETOFSANSIRI

ENRICHING SOCIETY

ดีไซน์ที่ตอบโจทย์ความต้องการของสัตว์เลี้ยง

# Artist Collab : Illustration



SANSIRI

# PROUD OF PAURENTS

#PetsofSansiri

## Key Visual & Campaign Concept

- Concept - Pets Voice "The Proud of Pawrent"
- Execution - Celebrates pet owners' pride in their companions while showcase in Sansiri communities' support for pet-friendly living.



## Multi-Channel Execution

- Digital & Social : Carousel Ads, Occasion-Based Marketing
- TVC Video
- Event Pressconference



TVC / Film Video : Online-Offline



CAMPAIGN

ART DIRECTION

IN-STORE

KEY VISUAL

BILLBOARD

ONLINE



# pastel

Get Your Moment of Freshness.

## Background

The objective is to launch a fresh, playful take on the inhaler, reimagined as a lifestyle must-have, brought to life by three presenters with distinct vibes — each expressing a unique scent for every mood, moment, and move.

## Idea

The idea is to break away from the traditional image of inhalers and reframe them as an everyday lifestyle accessory fun, approachable, and easy to carry. Whether heading out for activities, hanging out, or on the go, simply holding it looks good, and taking a sniff instantly refreshes you.

## Execution

We redefined the visual and content approach of the inhaler, breaking away from its traditional image to connect with a new, expanded target audience and spark stronger interest in the product. The campaign is brought to life through three presenters, each with a distinct style, expressing different sensations of freshness that reflect the unique character of each scent variant.



## Ja Get Energy

#เติมพลังกูดบิสค้อเนอจี้

Take a breath of freshness with Pastel Original and feel instantly energized. Tired turns into hype, and you're ready to let the fun loose to the fullest.



## Bible & Build Get Fresh

#เติมความเฟรชเด็กความฟิน

Breathe in the fresh scent of Pastel Original and enjoy every moment with Bible&Build bringing you double the experience in one go, with a boost of freshness and a feel-good vibe all at once.



## Mili Get Cool

#เติมความเย็นเห็นแล้วกูล

Breathe in the icy freshness of Pastel Extra Frost and feel the perfect balance of chill, fresh, and cool. Just a sniff is all it takes to uplift your vibe with Mili's signature cool – made easy with Pastel.

# Key Visual

Take a breath of freshness with Pastel Original and feel instantly energized, tired turns into hype, and you're ready to let the fun loose to the fullest

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



# Key Visual

Breathe in the fresh scent of Pasterl Original and enjoy every moment with BibleBuild bringing you double the experience in one go, with a boost of freshness and a feel-good vibe all at once.

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



# Key Visual

Breathe in the icy freshness of Pastel Extra Frost and feel the perfect balance of chill, fresh, and cool. Just a sniff is all it takes to uplift your vibe with Milli's signature cool — made easy with Pastel.

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



CAMPAIGN

ART DIRECTION

TVC

KEY VISUAL

ONLINE

# Dettol GOLD

## อาบพิ้ววัง กลิ่นหอมว่าว

We created an immersive shower experience showcasing Dettol Gold's USPs that change mood&tone of Dettol, highlighting the joy of showering with this premium product.

### Background

Dettol Gold series is already popular among consumers, even with minimal promotion. The client wants to capture this positive buzz to reach new audiences.

### Idea

How to make mass brand with Clean & Protection image to be more fashionable and luxury through Dettol Gold which is beauty related field.

### Execution

We've reimagined Dettol's image from hygiene-focused to beauty-oriented to reach new audiences. Three video Ads showcase the gel shower's beauty appeal, featuring a woman in a fragrant, petal-filled shower. A tiered TikTok KOL strategy—led by Engfa Miss Grand, Pondonnews, Dao Simasthien, and Bow Kanyarat—drove buzz, while Macro and Micro Influencers boosted product consideration. Authentic user testimonials added trust, establishing Dettol as a beauty and hygiene essential.

## TVC : Video Series

Created an immersive shower experience showcasing Dettol Gold's USPs that change mood&tone of Dettol, highlighting the joy of showering with this premium product.

Sparkling clean

Luxurious scent

Glowing Skin



Click on view video



Disinfectant spray

Dettol  
สำหรับมือ

Click on view video

อย่าลืมล้างมือด้วยสบู่



# Key Visual

An opulent golden shower gel that transforms cleansing into a ritual of luxury enveloping the skin in lasting hydration, a luminous glow, and an exquisite fragrance, while delicately protecting against bacteria for beautifully radiant skin.

## Outputs

- Brandbook CI
- Key Visual
- Billboard
- Brochure
- Social media template



**Dettol GOLD**  
อาบผิวฉ่ำ  
กลิ่นหอมฉ่ำ

**Dettol**  
เดทтол

**ชำระล้างและลด  
การสะสม  
ของแบคทีเรีย  
99.9%\***

\*ผลการทดลองในห้องปฏิบัติการ  
สามารถฆ่าเชื้อ S.aureus, Salmonella  
choleraesuis, Klebsiella pneumoniae,  
Trichophyton mentagrophytes

CAMPAIGN

ART DIRECTION

AWO

KEY VISUAL

CONTENT

ONLINE

IT'S



GUINNESS TIME

GUINNESS SPARKS THE FEELING THAT THE MOMENT IS FULL OF POTENTIAL

A group of people are socializing at a table in a dimly lit setting, likely a bar or restaurant. In the foreground, a woman with long dark hair is smiling and looking towards a man with glasses who is leaning over the table. They are surrounded by several glasses of Guinness beer with thick white foam. The background is dark and out of focus, showing other people and the interior of the establishment.

CONCEPT IDEA

# IT'S GUINNESS TIME

*GUINNESS SPARKS THE FEELING THAT THE MOMENTS IS FULL OF POTENTIAL*

Quality Socialising moments where self-confident individuals can express themselves freely and authentically in the company of like-minded peers, fostering a sense of camaraderie and celebration

# Key Visual



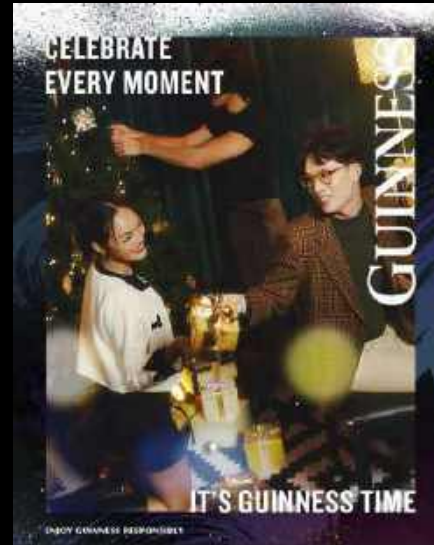
CREDENTIAL

Moments of **Communal Gathering** with GUINNESS, No.1 Stout Beer from Ireland



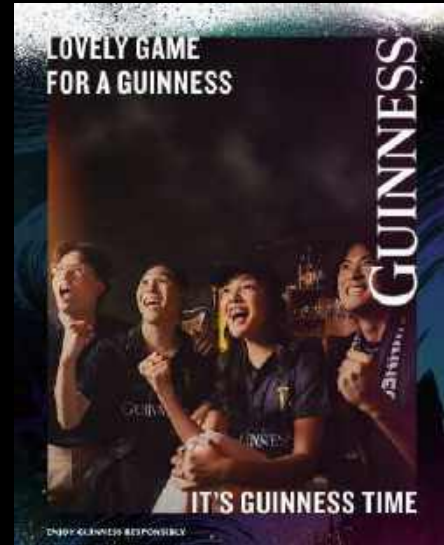
LIFESTYLE & FOOD

Moments of **Sharing** among Like-Minded peers on a special night out



CULTURAL CALENDAR

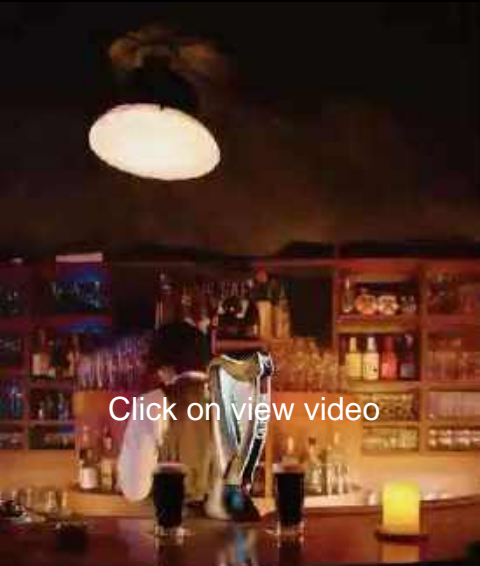
Moments of **Celebration** with Loved Ones on a Special Occasion



LIFESTYLE & FOOTBALL

Moments of **Thrill with Like-Minded Peers**, Creating a Sense of Camaraderie and Celebration

# Video Content



[Click on view video](#)



[Click on view video](#)



[Click on view video](#)



[Click on view video](#)

ART DIRECTION

TVC

IN-STORE MEDIA

ONLINE

# Wrangler®

ODOR - NEUTRALIZATION TECHNOLOGY

Show a contrast between the jeans that remain cool and odor-free and the dirty, foul-smelling car, conveying the anti-odor technology. The demonstration clearly illustrates how the anti-odor innovation works.

## STORYBOARD

Wrangler

### INTRO

Begin the story with a car inspection, followed by a close-up of the jeans that haven't faded yet, setting the stage for a tale of readiness to embark on an adventure.



**Benefits :**  
-Preserves the Look & Feel of Denim

### THE SMOG

Use smoke drifting across the body and fabric, with a soft focus technique to create the effect of riding through dust and smoke during a motorcycle journey. Narrate the innovation alongside imagery of navigating through dust and smoke.



**Benefits :**  
-Prevents Sweat and Bacteria Build-Up

-Ideal for Travel and Daily Wear

### THE RAIN

Use blue lighting to evoke innovation and strobe flashes to mirror chaotic, rain-soaked gridlock, showcasing the technology that prevents musty odors.



-Less Frequent Washing

### THE HEAT

Use red lighting to represent the heat felt while riding a motorcycle, adding dynamic energy to the story, and showcasing the jeans as they begin to fade.



**Benefits :**  
-Denim Purists & Fade Enthusiasts

### ENDING

After an epic adventure on the road, the jeans have faded and are ready for the next journey.



**Benefits :**  
-Great for Active Lifestyles

A close-up, low-angle shot of a person wearing a dark denim jacket with the 'Wrangler' brand name on the sleeve. The person is sitting on a motorcycle, with the seat and handlebars visible. The background is a blurred, teal-colored wall.

Wrangler

[Click on view video](#)

ART DIRECTION

TVC

IN-STORE MEDIA

ONLINE



# Schwarzkopf

Curls, just like you envisioned

The objective is to create a product communication video that builds confidence among professional hairstylists and salon partners, reinforcing trust in the product's quality and empowering them to elevate their work to the next level.

## Concept Idea

Because every professional has their own techniques and signature know-how to create hairstyles that match their clients' dreams. These secrets go beyond skill alone – they include choosing the right tools that enhance expertise and build confidence that the results will meet expectations.

TVC(45s) : Online/In-Store



TVC(15s) : Online/In-Store



[Click on view video](#)

[Click on view video](#)

สวยเสร็จไม่ต้องงาชืด



## Eyes caught , Roaring For the kill with the skill to survive

### Concept

Eyes built to hunt and survive.  
Playing with the gaze of the tiger  
focused, scanning, never blinking.  
A roar of identity that breaks  
through monotony and shatters  
convention. Destroying boundaries,  
charging forward on a path of its  
own. Seeing the world through a  
perspective unlike any other.



## Story Boards

### Storyline

The film opens in deep blue – the signature color of Tiger. Suddenly, sharp claw marks tear through the frame, breaking it apart to reveal the tiger's eyes beneath. As the frame rips open, the tiger bursts through, charging forward with raw energy. The camera zooms out to reveal the full face of the tiger breaking free from its cage. The tiger is then pulled inward, merging into the moment with the tagline: "Uncage the Street Like A Tiger." Finally, the camera zooms out once more, resolving into the final Key Visual.



[Click on view video](#)

ART DIRECTION

TVC

KEY VISUAL

ONLINE

# HERSHEY'S<sup>®</sup>

## Chocotubes

A refined new dimension of flavor beyond resistance.

## Black Hole Chocotube

## Story Boards



## Concept

Discover a new level of irresistible crunch, crafted from carefully selected premium ingredients and packed into a core of pure indulgence a hole of flavor so addictive, you simply can't stop.

# HERSHEY'S

[Click on view video](#)

# chocotubes

# Key Visual

**HERSHEY'S**  
*chocotubes*

ช็อกโก เติมชั้น...  
อร่อยครบชี! เกินต้าน

HAZELNUT CREAM

COOKIES 'N' CREAM

15 บาท

HERSHEY'S *chocotubes* HAZELNUT CREAM

HERSHEY'S *chocotubes* COOKIES 'N' CREAM

Detailed description: This is the main advertisement for Hershey's Chocotubes. It features a large, detailed image of a chocolate tube being filled with hazelnut cream. The background is split into a dark purple and a bright blue. Text in Thai and English promotes the product's quality and value. Two product packages are shown at the bottom: Hazelnut Cream and Cookies 'n' Cream.

NEW FROM  
HERSHEY'S

TAKE A  
SECOND  
FOR *chocotubes* TAKE A  
SECOND  
FOR YOU

Detailed description: This is a smaller advertisement for the Hazelnut Cream flavor. It shows a chocolate tube being filled with cream. The background is yellow and purple. The text 'TAKE A SECOND FOR chocotubes TAKE A SECOND FOR YOU' is repeated in a stylized font.

NEW FROM  
HERSHEY'S

TAKE A  
SECOND  
FOR *chocotubes* TAKE A  
SECOND  
FOR YOU

Detailed description: This is a smaller advertisement for the Cookies 'n' Cream flavor. It shows a chocolate tube being filled with cream and cookies. The background is yellow and blue. The text 'TAKE A SECOND FOR chocotubes TAKE A SECOND FOR YOU' is repeated in a stylized font.

# Well U

Anti-Aging Solution.



TVC 45s : Online/In-Store

ART DIRECTION

TVC


IN-STORE MEDIA

ONLINE

The objective is to create videos and visual content that clearly communicate product standards, key information, and visible results, demonstrating how the product supports daily skincare routines restoring radiant, youthful-looking skin and helping defy the effects of time.



Key Visual / Photobook



Click on view video

ผิวหน้าอ่อนกว่าวัย

จนใครก็บอกว่า

โคงอายุ

# Key Visual



well u

SKINECTURA™  
NATURAL BOTOX LIKE

REVITALIZING | INTENSE | SET  
ANTI-AGING | SOLUTION

หยุดทุกปัญหาผิว  
ผลิตภัณฑ์บำรุงผิวหน้าพลงโนเลกุล

well u

REVITALIZING FOR INTENSE LASERBORN SKIN TREATMENT

REVITALIZING INTENSE LASERBORN SKIN TREATMENT

REVITALIZING INTENSE LASERBORN SKIN TREATMENT

well u

REVITALIZING INTENSE LASERBORN SKIN TREATMENT



well u

REVITALIZING | INTENSE | SET  
ANTI-AGING | SOLUTION

โกงอายุให้กับผิวหน้า

well u

REVITALIZING FOR INTENSE LASERBORN SKIN TREATMENT

REVITALIZING INTENSE LASERBORN SKIN TREATMENT

REVITALIZING INTENSE LASERBORN SKIN TREATMENT

well u

REVITALIZING INTENSE LASERBORN SKIN TREATMENT

SKINECTURA™  
NATURAL BOTOX LIKE



# An unselected project

yet one that remains close to my heart.



# เจมส์สัน *Connects*

A unique group of people, each with their own identity,  
connecting through fun and shared energy  
where interaction becomes enjoyable, expressive,  
and driven by a style that is truly their own.





## LIFESTYLE SOUVENIR

CREATE A NEW EXPERIENCE  
TELL A STORY  
SHARE YOUR STYLE  
WITH  
JAMESON CONNECTS  
(disposable film camera)



**SNAP!**



# J<sup>TM</sup> CONECTS

Spotify **PLAYLIST**



VIBES | ACTIVITY | PARTY | CONCERT  
PODCAST | KOLs PLAYLIST



**PLAYBOY** CONDOMS

Playboy believes that relationships should never be confined.  
Whether tender, raw, sexy, or filled with laughter, every connection has its own kind of charm.  
That's why we invite you to play life beyond the limits.

To turn every touch, every moment, and every expression into a soundtrack of happiness – one that truly reflects who you are.

Because every relationship moves with its own rhythm  
IN SYNC. IN TOUCH. IN TUNE.

I'll take you to the candy shop  
I'll let you lick the lollipop

PLAY YOUR WAY 



LIVE LOVE  **LOUDER**



Got a ride that's smoother than a limousine  
Shut up and drive (drive, drive, drive)

PLAY YOUR WAY 



LIVE  
LOVE  UDER

Oops!...I Did It Again  
Oh, baby, baby

PLAY YOUR WAY 



LIVE  
LOVE  **LOUDER**

Caught in a bad romance  
Want your bad romance Ra ra-ah-ah-ah

PLAY YOUR WAY 



LIVE  
LOVE  **LAUDER**

# PLAY YOUR WAY TRACKLIST

**Flavor**  
Candyshop  
50 Cent



**Thin**  
Shut Up and Drive  
Rihanna

**Size**  
Oops! I Did It Again  
Britney Spears



**Texture**  
Bad Romance  
Lady Gaga

LIVE LOVE **LOUDER**

เพราะทุกความสัมพันธ์ สัมผัสกับทุกท่วงทำนอง

Everything in the world is processed.  
(But we're not.)



In a world where everything feels over-processed and overly curated,  
Billkin takes us on a journey through everyday moments asking a simple question:  
Is there anything truly unprocessed left?  
Until we discover Wholly Nuts pure, packed with whole nuts, and free from any additives.



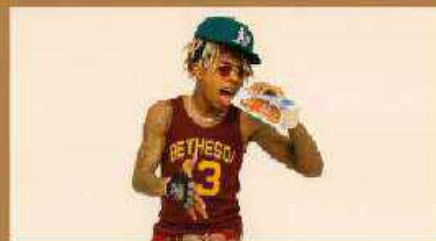
# อัดแน่น เต็มเมล็ด ไม่ปรุงแต่ง



อร่อยเพียวๆ  
รสทัวเต็มๆ



# Story Boards



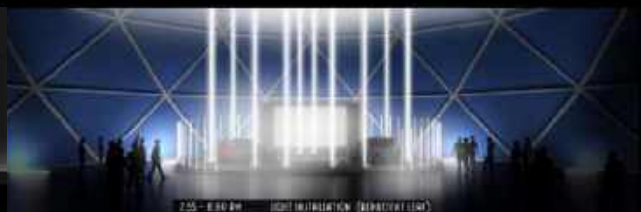
# An early project

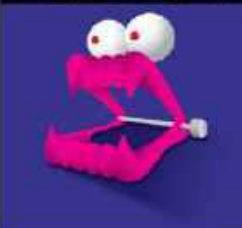
from a long time ago

# Branding : CI Logo Design



# Concert : Stage & Lighting Design





Chang  
WINE & BEVERAGE

WHITEHOUSE  
CONCEPT

KNIGHTSBRIDGE  
LIFE BEYOND

บนทำเลที่ดีที่สุด  
เริ่ม 4.59 ล้านบาท

www.knightbridge.com

KNIGHTSBRIDGE  
LIFE BEYOND

www.knightbridge.com

PALITCHOKE

THE PALITCHOKE

www.palitchoke.com

CYANTIST

EXIT

POTATO X COCKTAIL  
EXCLUSIVE  
CONCERT

AT BNN STUDIO  
2<sup>nd</sup> AUGUST 2016  
DOOR: 11PM - 12:00PM  
Showtime: 8:00pm

GR

THE YEAR

BANK CASH

Blue Magic



Thank You

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