2026

PORTFOLIO

Mai Bhumichitr

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About Me

Multidisciplinary Designer specializing in premium brand identity and spatial design. Bridging the gap between high-end typography and human-centered design for luxury markets.

Proficient in Adobe Creative Suite, bridging structural packaging with digital layout to ensure cohesive brand consistency across all consumer touchpoints.

Technical Skills

Adobe Creative Suite (Illustrator, Photoshop, Lightroom, InDesign), Figma, CapCut (or Premiere), SketchUp, Autodesk Fusion, Content Creation (Instagram, TikTok), Photo & Video Editing, Brand Storytelling, Layout Design, Typography, Color Theory, Excel Powerpoint, Retail, Market Research

Languages

Thai (Native), English (Fluent)

Interests

Industrial Technology, Fashion , Acting, Football

Education

2021 – 2025
BFA Creative Product Design
Rangsit University

Experience

Sunaroop – Concept Designer
January 2026 – Present

Potique Design Studio – Graphic Design Intern
January 2024 – March 2024

Solorfopaint – Graphic Designer – Contract
June 2022 – August 2022, July 2023 – September 2023

Tube Gallery – Fashion Design Internship
May 2022 – August 2022

Contact

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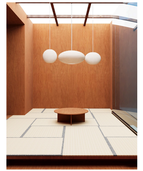
Khun Phurit House

Interior Design 2024
AutoCAD, SketchUp, D5 Render

Client brief

A luxury sanctuary for a family of four that bridges Japanese Heritage with Modern Functionalism.

- **Context:** Multigenerational living including two housekeepers.
- **Materality:** Focused on rare Jindai Sugi (Old Cedar) and Miguna Tatami.
- **Requirements:** Professional-grade culinary utility and the integration of ancestral antiques.
- **Tone:** Sophisticated, warm minimalist.



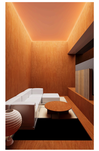
Strategy

Marrying tactile Eastern craftsmanship with precise Western utility.

- Furniture: Karimoku Case for contemporary silhouettes, Pierre Paulin for fluid comfort.
- Culinary: High-performance Smeg appliances tailored for professionals.
- Heritage: Antique Sado Cho Dansu chests repurposed as functional focal points.
- Systems: Integrated Dyson climate control and Bang & Olufsen audio.

A curated retreat defined by the interplay of light, shadow, and texture.

- Lighting: Sculptural Noguchi Akari paper, highlighting desk wood grains.
- Social Hearth: A seamless transition between the entertainment and cold, organic dessert.
- Philosophy: Respecting "Ma" (the space between) to ensure a meditative environment.
- Outcome: A modern home where historical memory meets modern high-performance living.



Hilfiger Resort Koh Samui

Packaging Design 2025
Adobe Illustrator, Photoshop, Gemini

From Assets to Application

Given a distinct coastal color palette and a set of intricate nautical illustrations, the goal was to design a complete range of event essentials.

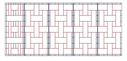
I seamlessly integrated the Hilfiger Resort logo into the visual identity, ensuring it flows naturally across custom coasters to cap devices, to create a unified and sophisticated visual language for the event.

Bringing the Resort to Life

Beyond the assets, these designs were successfully integrated into the first Hilfiger Resort Koh Samui pop-up. The cohesive elements effortlessly blended into the nautical surroundings, ensuring the brand's presence worked perfectly in practice to elevate the event's atmosphere.

Khid Pillow

Furniture Design 2023
AutoCAD, Adobe Illustration



Modernizing a Classic Form

Integrating folding mechanics of the traditional Thai 'Khid' pillow and upgrade its structural blueprint for outdoor living.

- The Heritage: Preserving the iconic triangular support and segmented folding system.
- The Upgrade: Swapping delicate fabrics for robust, weather - resistant materials like PU leather, teak, and rubberwood to ensure long-lasting outdoor use

Form Meets Function

The folding mechanism isn't just visually striking – it's highly practical.

The segmented design allows the entire lounger to collapse into a compact, lightweight shape. It's incredibly easy to carry and deploy, proving that great design can be both structurally beautiful and profoundly functional for the outdoors.

Mal Florist

Branding Design 2026
Adobe Illustrator, Photoshop, Gemini

Mal Florist

South Asian Roots: Celebrating Thailand's lush and tropical heritage of our region through a modern lens.

Raw & Refined Aesthetics: Balancing the organic freedom of natural stems with the clean elegance of modern design.

The Power of Negative Space: Using contemporary composition to let the unique textures of tropical flora and fauna truly breathe.

The Art of Anonymous: Delivering bespoke experiences rooted in artisanal craftsmanship and intentional, mindful luxury.

The Ethos of Mal: From Roots to Form

Origins: *Mal* is a coined adaptation of the Sanskrit term for "flowers." It serves as a tribute to the lush, tropical natural heritage that informs our entire aesthetic.

Logo from Letters to Form: More than just text, our logo homogenizes typography with sculptural elements. We adapted traditional Thai script into abstract shapes that effortlessly read as 'mal' in English, bridging our cultural heritage with a modern, global identity.

The Mal Florist Experience: Our branding is a multi-sensory journey designed to create lasting emotional connections through intentional craftsmanship, and conscious craftsmanship.

- **Designed Touches:** From textured paper tags to embossed cards, we emphasize tactile quality at every touch point. The brand's quality comes from intentional weight—reflects the "art of attentiveness" we cultivate.
- **Modern Sensuality:** Our raw, refined aesthetic and powerful use of negative space create a sense of sophisticated calm.
- **Timeless Intent:** We envision a brand that transcends fleeting trends. The Mal Florist experience is rooted in unsentimental, mindful craftsmanship, where every detail is meticulously chosen.