

PAILIN HOMCHONG



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Professional with expertise in the end-to-end product design process. Experienced in material sourcing, product launch planning, and art direction. Proficient in furniture styling, market research, and drawing production. Excellent communication skills, adept at conveying complex ideas and collaborating with cross-functional teams. Passionate about leveraging design skills for effective corporate communication, marketing, and content development.

EDUCATION

2013
BACHELOR OF ARTS DEGREE,
PRODUCT DESIGN,
DECORATIVE ARTS
SILPAKORN UNIVERSITY

WORKSKILL

FURNITURE DESIGN
3D RENDERING
DRAWING
PROTOTYPING
MATERIAL SOURCING
PROJECT MANAGEMENT
ART DIRECTION

SOFTWARE SKILL

RHINO 3D
3D MAX
AUTO CAD
ILLUSTRATOR
PHOTOSHOP

EXPERIENCE

INDEX LIVING MALL

2022 - PRESENT
SENIOR FURNITURE DESIGNER
(LOOSE FURNITURE FOCUS INDEX / MATTRESS&UPHOLSTERY BRAND)

2017
SENIOR FURNITURE DESIGNER
(LOOSE FURNITURE FOCUS INDEX / BABY&KIDS BRAND)

2014
FURNITURE DESIGNER
(LOOSE FURNITURE FOCUS INDEX BRAND)

Experienced working process and responsibility :

- Interpret briefs to understand design challenges
- Develop design concepts and solutions
- Create presentations incorporating modeling and rendering
- Showcase individual pieces and room settings to convey mood and tone
- Collaborate with stakeholders to refine designs
- Iterate on designs based on feedback
- Coordinate with the factory to ensure manufacturability
- Adjust designs to meet cost targets set by the sales department
- Maintain attention to detail throughout the process
- Meet deadlines while ensuring quality and accuracy

An aerial photograph of a river delta, showing a network of channels and distributaries. The water is a light, silty color, contrasting with the darker, vegetated land. The text 'INDEX BRAND' is centered in the middle of the image in a bold, black, sans-serif font.

INDEX BRAND

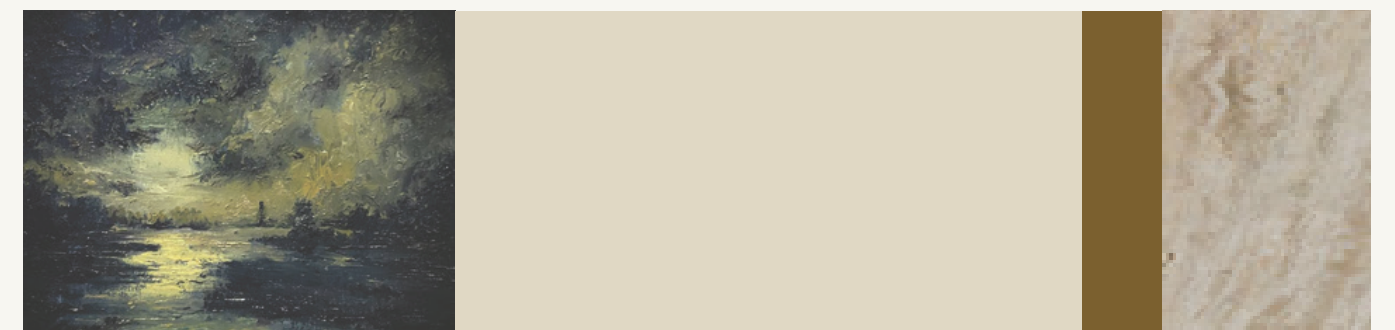
Indexlivingmall





When Art Transforms into a Living Space

MOONLIT COLLECTION

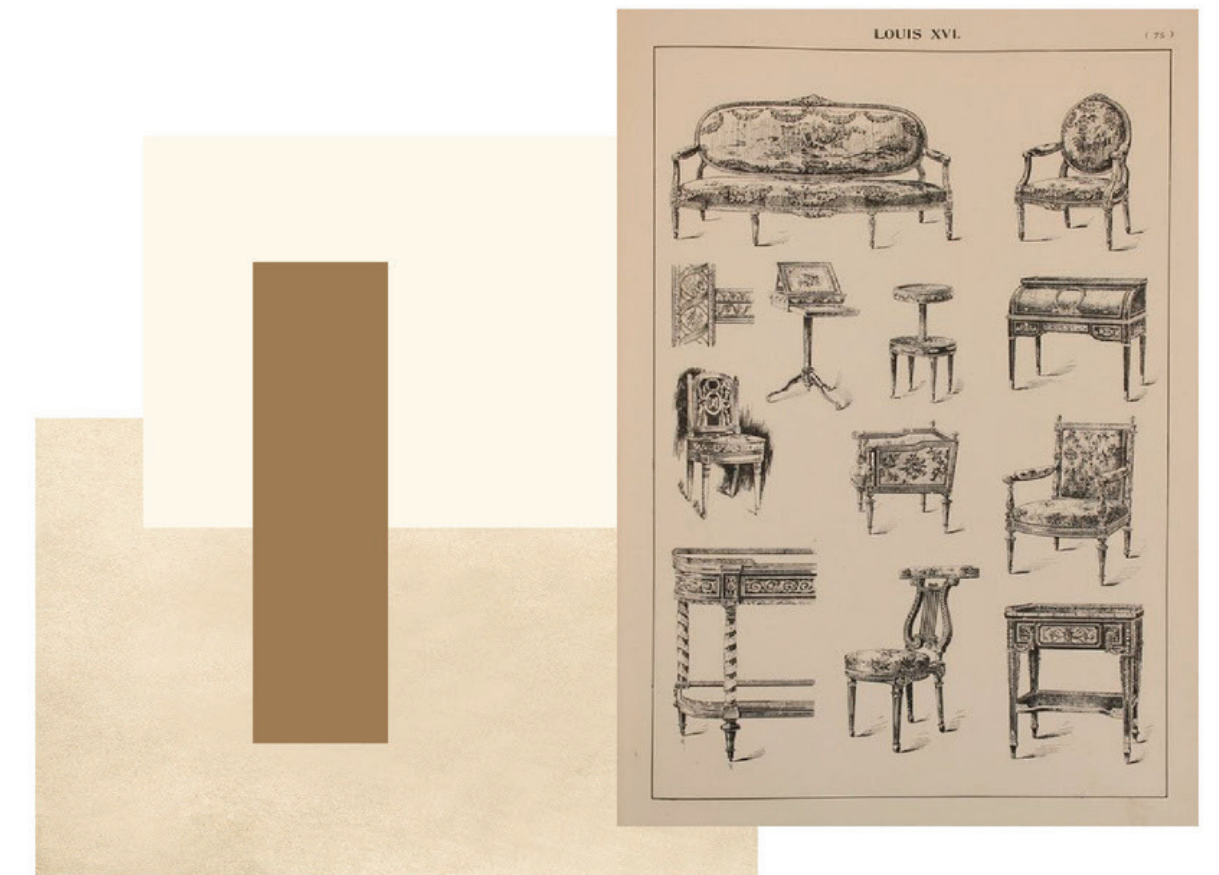


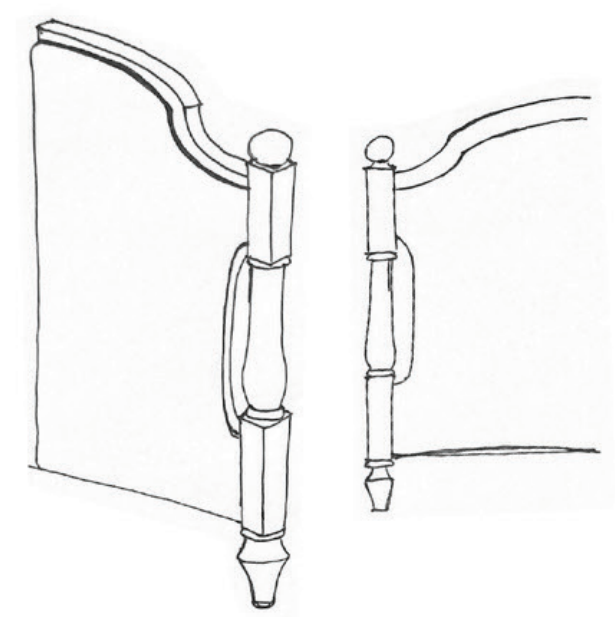
This piece draws inspiration from an oil painting I serendipitously encountered – moonlight cascading over the river, tracing luminous lines upon the water. Those fleeting, shimmering strokes are translated into a furniture design that echoes the composition and spirit of the original artwork.



Reimagining Heritage

This project explores the enduring value of historical furniture through contemporary design. By researching traditional forms, proportions, and functions, essential elements were carefully distilled and reinterpreted to create pieces that honor the past while meeting the needs of modern living.

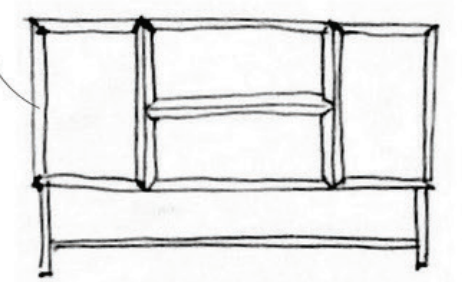




Simplify the shape



Keep the function and proportion

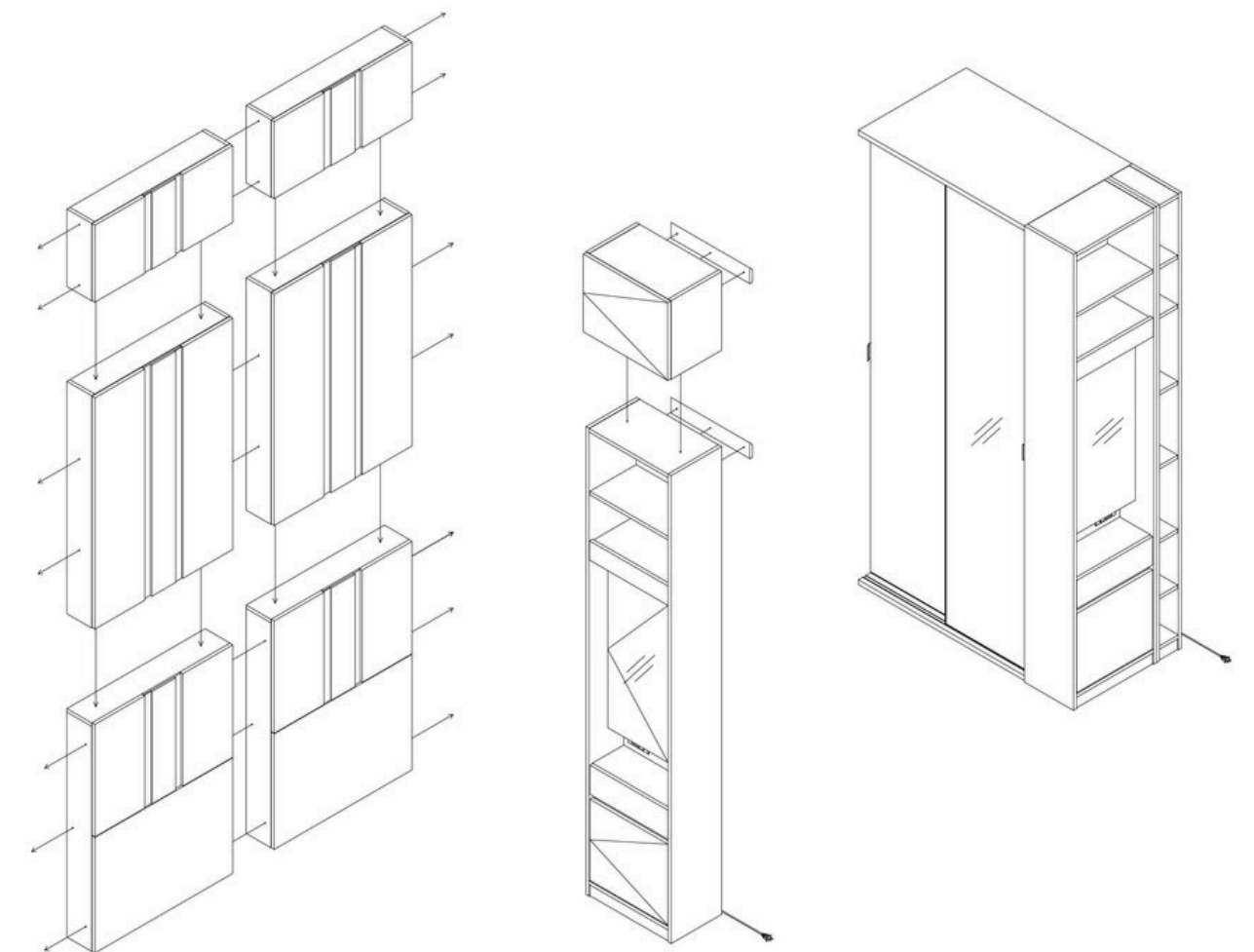


ALL FRAME
WOOD, LEATHER, FABRIC ??



Shaping Life Within a Smaller Footprint

As urban homes become increasingly compact, furniture plays a greater role in defining how people live. This collection was conceived as a complete living solution, transforming limited space into a flexible environment that supports comfort, organization, and everyday well-being.



จ่ายน้อย | สเปคครบ | จบเร็ว

THE CONDO COLLECTION



Indexlivingmall

THE CONDO COLLECTION

ตอบโจทย์การใช้ชีวิต ในพื้นที่จำกัด

Q&A with SUPREME Collection

Indexlivingmall

Colour Available: WHITE MELAMINE, SANDSTONE MELAMINE

THE CONDO COLLECTION

WARDROBE & DRESSING TABLE : ตู้เสื้อผ้า และตู้แต่งตัว

| | | |
|--|---|--|
| | | |
| 23,900.- ตู้บานเปิด ขนาด 100 cm. | 38,290.- ตู้บานเปิด + ตู้แต่งตัวบานเปิด ขนาด 100 cm. *รวมลิ้นชักบานเปิด | 5,900.- ตู้แต่งตัวบานเปิด ขนาด 100 cm. |
| | | |
| 35,990.- ตู้บานเปิด + ตู้แต่งตัวบานเปิด ขนาด 100 cm. | 44,580.- ตู้บานเปิด + ตู้แต่งตัวบานเปิด + ตู้ ขนาด 100 cm. | 990.- ลิ้นชักตู้แต่งตัว ขนาด 69 cm. |
| | | |
| | | 2,490.- ลิ้นชักตู้แต่งตัว ขนาด 69 cm. |

Colour Available: WHITE MELAMINE, SANDSTONE MELAMINE

THE CONDO COLLECTION

SUPREME COLLECTION

มีเฟอร์นิเจอร์อะไรบ้าง ?

BEDROOM : เตียงนอน

| | |
|--|--|
| | |
| 28,700.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A กว้าง 118 cm. | 44,500.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A กว้าง 118 cm. + ที่นั่งนอน 2 ตัว |
| | |
| 42,500.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A / B กว้าง 238 cm. | 66,280.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A / B กว้าง 238 cm. + ที่นั่งนอน 2 ตัว |
| | |
| 52,300.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A/B/C กว้าง 278 cm. | 82,460.- ชุดเตียงนอนพร้อมที่นอน ขนาด 5 ฟุต + หัวเตียง A/B/C กว้าง 278 cm. + ที่นั่งนอน 2 ตัว |

มีฟังก์ชันเก็บของหัวเตียงและใต้เตียง

Colour Available: WHITE MELAMINE, SANDSTONE MELAMINE

THE CONDO COLLECTION

HOME ENTERTAINMENT : ตู้วางทีวีและชั้นวาง

| | | | |
|---|--|---|--|
| | | | |
| 7,900.- ตู้วางทีวีแบบ ขนาด W 90 cm. | 8,900.- ตู้วางทีวีแบบ ขนาด W 120 cm. | 4,900.- ตู้วางทีวีแบบ ขนาด W 90 cm. | 5,900.- ตู้วางทีวีแบบ ขนาด W 120 cm. |
| | | | |
| 3,190.- ตู้วางทีวี ขนาด W 15 cm. | 5,590.- ตู้วางทีวี ขนาด W 50 cm. | 6,900.- ตู้วางทีวีแบบ ขนาด W 50 cm. | 7,900.- ตู้วางทีวีแบบ ขนาด W 60 cm. |
| | | | |
| 2,900.- ตู้วางทีวี ขนาด W 50 cm. | 1,490.- ลิ้นชักตู้ ขนาด W 15 cm. | | |

*ราคาไม่รวมตู้วางทีวี



Beyond Sleep

Inspired by research into evolving living behaviors, this project explores how the bed has become more than a place for rest. As people increasingly work, relax, socialize, and consume media from the comfort of their beds, the furniture was designed to support these changing routines through thoughtful functionality, comfort, and adaptability.

Practical storage
Beds cater to a growing need for storage, with designs that cleverly integrate and hide consumers' belongings.

With as many as one in 10 American households renting self-storage, having extra space for belongings is at a premium for many, from student apartments to family homes. Examples from DecorPad and CuckooLand combine beds with shelving and even additional bed space, removing the need to purchase further furniture items, which is particularly ideal when hosting guests.

How you can action this: help your audience maximize floor space by stocking drawers and boxes that discreetly hide underneath furniture or behind headboards for **clever storage**. Visually merchandise these with everyday items, both in an adult's and children's setting, to showcase the benefits.

Dynamic living
The concept: flexible designs **enable** important to accommodate space for **side seating, work, play and rest**. Create furniture to **cleverly conceal storage** and offer **multifunctionality** for small spaces. From pull-down beds to areas that can be altered to make them closed or open-plan.

How you can action this:

- Maximize bedroom space by concealing storage within furniture and walls, such as room divider bookcases, headboards with shelving and drawers or under-bed storage
- Offer **multi-configuration** and flexible products to help consumers transform their space throughout the day. Design pull-out or fold-away beds or daybeds that can accommodate guests or reading nooks
- Create hard and soft partitions to help carve out spaces that operate differently from day to night or across activities



WGSN TREND

Trends & Style
Creating **small-space solutions** for urban dwellers. Innovative bed silhouettes become compulsory, tapping into the **intuitive trend**, bedside tables edge further from tradition, becoming neater, smaller and more compact. Add-on bed extensions are becoming the must-have space-saving accessory, attaching, slotting into and sliding onto the bed to create flexible storage solutions that embrace mindful living.

Functional headboards
Dual-purpose headboards come to the fore, with built-in lighting and additional surface areas replacing traditional bedside tables.

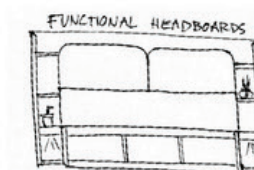
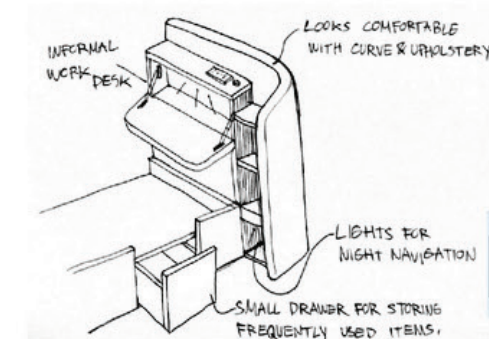
How you can action this: add extra value to designs by embedding a place attached to the headboard for everyday essentials, from reading lights and small storage ideas to wireless charging docks. Offer customisation options, such as flexible lighting that can be moved to an ideal setting by hand. Convenience is key.

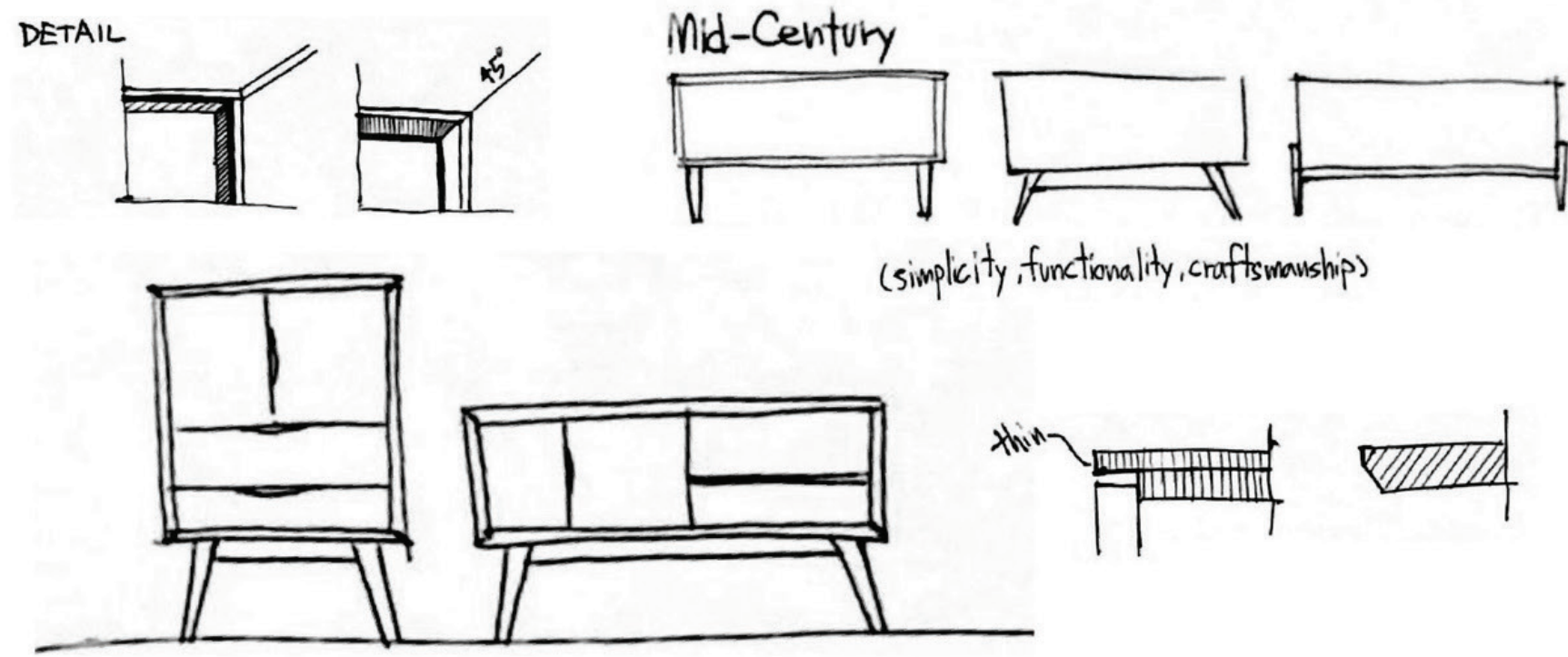
Storage beds
Brands are focusing on **optimising functionality** by combining bed constructions with storage solutions, and including design details that conceal, reveal and fold.

- Use **modular** designs to make flexible, **personalised solutions** with cubans and bunk beds, integrating useful elements such as desks and the design



BEHAVIOR OF THE NEW GENERATION FOUND THAT A BED IS NO LONGER JUST FOR SLEEPING. WHEN TECHNOLOGY BECOMES A PART OF HUMAN LIFE TODAY BOTH IN TERMS OF WORK AND SOCIAL INTERACTION, EVEN WATCHING MOVIES NOWADAYS, IT CAN BE DONE AT HOME.





Where Craft Meets Simplicity

This collection was developed by drawing on the company's long-standing expertise in solid wood furniture production. By combining skilled woodworking techniques with the clean lines and warmth of Scandinavian design, the collection creates a timeless expression that feels both contemporary and enduring.



Veneer oak
paint coating



Work with the factory section.

Check prototypes before entering the production line.





Their Own Little World

A furniture collection inspired by the idea of creating a personal space for children—a familiar world shaped by playful geometric forms, joyful colors, and everyday discoveries that encourage imagination, comfort, and happiness.

can be adjusted to suit the child's age.



IDEA CONCEPT FOR KIDS BEDROOM SET

TOYS. IT'S SOMETHING THAT CHILDREN ARE FAMILIAR WITH.

BLUE YELLOW RED

HOUSES AND TREES FULFILL CHILDREN'S IMAGINATION.

USE DIFFERENT 'COLORS' AND 'SYMBOLS' MAKES IT EASIER FOR CHILDREN TO REMEMBER AND CLASSIFY THINGS.

KIDS (AGES 4+)

extra bed for nanny or friends



create motivation and discipline by separating symbols and colors.



RESEARCH



THAILAND HOUSING TREND

MEDIUM MARKET

Index designcenter

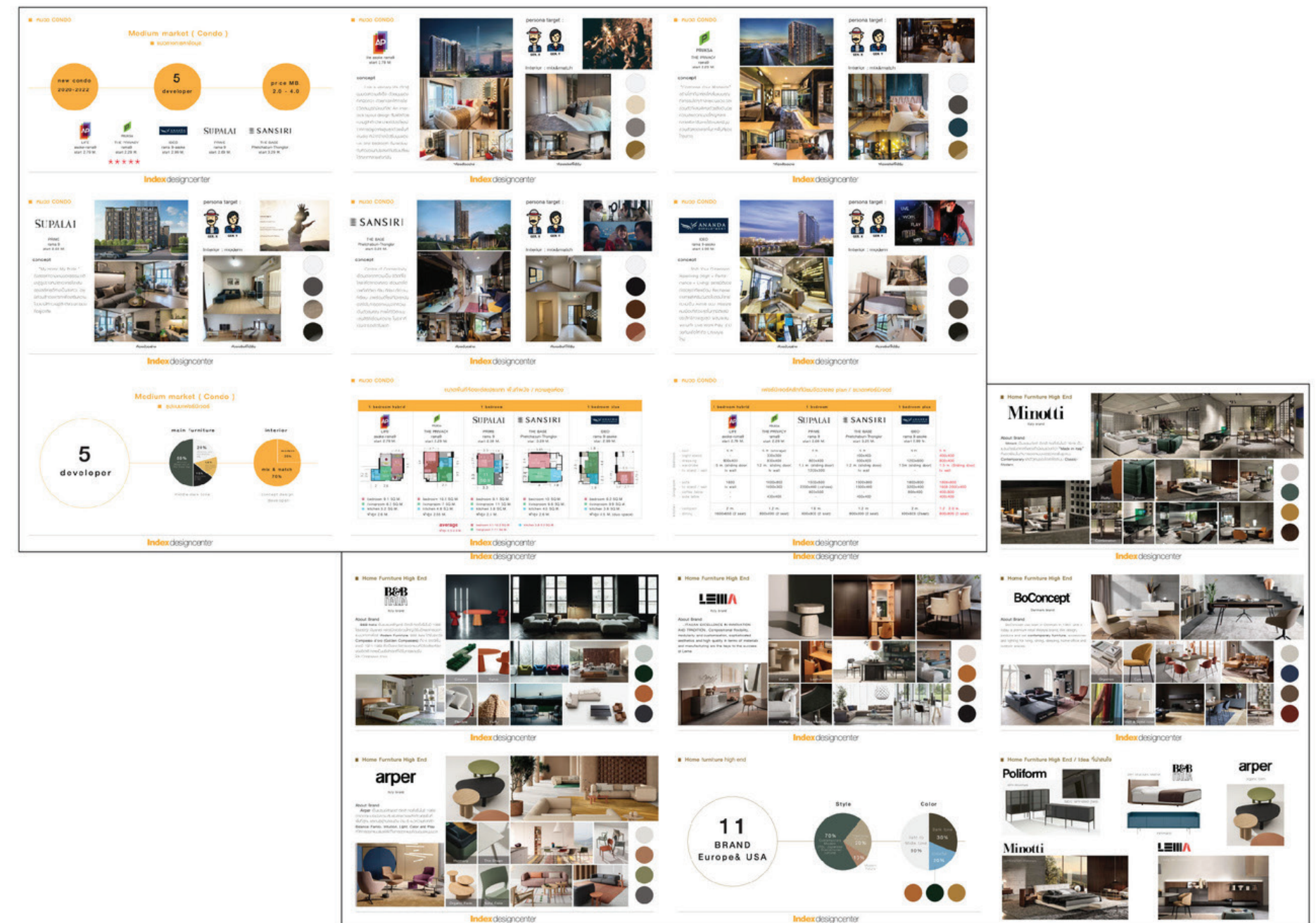


HOME FURNITURE HIGH END

- แนวทางการทำข้อมูล
- เกี่ยวกับแบรนด์ / สินค้าที่โดดเด่น
- สไตล์สินค้าที่น่าสนใจ
- วัสดุ / สี
- แนวทางพัฒนาสินค้า

Designing for What's Next

This research explores emerging market shifts, consumer behaviors, and design movements across both local and global markets. By identifying patterns and weak signals of change, the study helps anticipate future opportunities and informs strategic design decisions for the years ahead.



THANK YOU