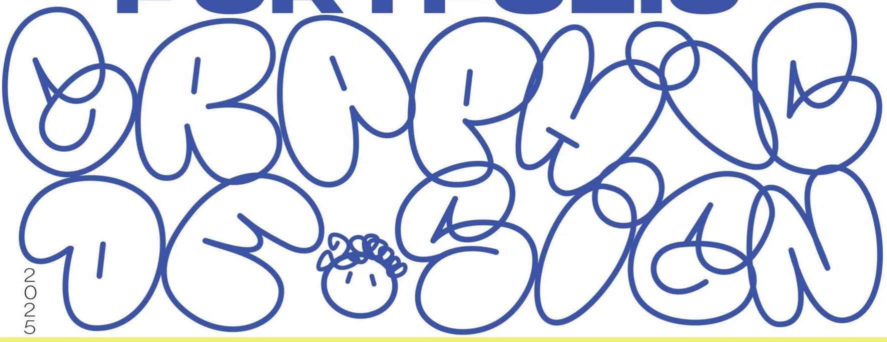
PORTFOLIO


GRAPHIC
DESIGN

2025

LET'S WORK TOGATHER LET'S WORK TOGATHER LET'S WORK TOGATHER

ABOUT ME

HELLO! NICE TO MEET YOU. MY NAME IS OAK, AND I'M A PASSIONATE YOUNG GRAPHIC DESIGNER. EVER SINCE I WAS YOUNG, I'VE LOVED CREATING ART AND ASKING OTHERS HOW THEY FEEL WHEN THEY SEE MY WORK. OVER TIME, THIS CURIOSITY GREW INTO A TRUE PASSION FOR DESIGN.

NAPHAT TATAWATORN

EDUCATION

2022 - PRESENT
ASSUMPTION UNIVERSITY
FACULTY OF COMMUNICATION ART
GRAPHIC DESIGN MAJOR
BANGKOK , THAILAND

CONTACT

TEL.083-926-3456
EMAIL: OAKKY2714@GMAIL.COM
1/2 VIRULPHAT VILLAGE , SOI ONNUT 53 ,
PRAWET , PRAWET ,BANKOK , THAILAND 10250

WORK EXPERIENCES

TIMPLACE HOTEL

SOCIAL MEDIA POST
BUSSINESS CARD
PROMOTIONAL SHORT VIDEO

ETAS COMPANY

LOGO DESIGN
STAMPING

REAL ESTATE AGENCY

BUSSINESS CARD

IDEA BIKE

BUSSINESS CARD
LOGO CDESIGN

CHONCHANG GRAPHIC SS10

Participated in the Young Designers Development Program organized by the Office of Contemporary Art and Culture, Ministry of Culture, and was selected as one of the 12 finalists out of 50 teams.

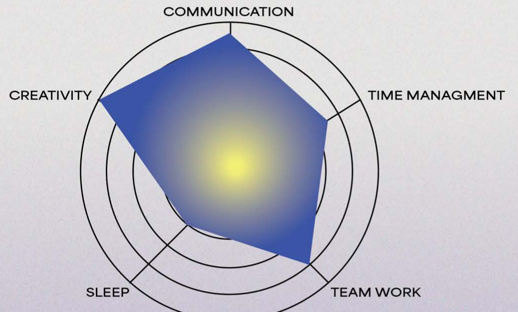
2024 THAI SYMPOSIUM

Designed a website under the theme of Human-Computer Interaction and was selected as one of the top 10 finalists.

BANGKOK DESIGN WEEK

Exhibited art in Bangkok design week at General Post Office under the theme "i am Thai Graphic Designer"

SKILL



Ps Id Ai

CONTENT

- BRANDING
- INFOGRAPHIC
- PUBLICATION
- UX & UI
- TYPEFACE DESIGN
- PACKAGING
- POSTER
- CHONCHANG PROJECT

MY GOAL IS TO BRING LIGHT AND CREATIVITY INTO THE WORLD THROUGH MY WORK, CRAFTING DESIGNS THAT ARE BOTH MEANINGFUL AND INSPIRING. I'M EXCITED ABOUT THE OPPORTUNITY TO COLLABORATE, LEARN, AND CREATE SOMETHING IMPACTFUL TOGETHER. LOOKING FORWARD TO WORKING WITH YOU ON FUN AND MEANINGFUL PROJECTS—THANK YOU!

here some of my works! here some of my works! here some of my works!

BRANDING

REBRANDING CH. KARNCHANG

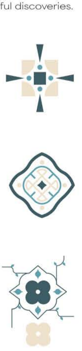
Ch. Karnchang's current graphic design that fails to convey its brand identity effectively and lacks modernity, hindering its competitiveness in the construction industry. A redesign create a visually appealing and cohesive brand image that aligns with contemporary design standards and showcases the company's strengths and values.

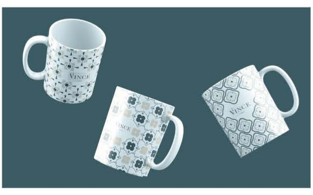
CH.KARNCHANG PUBLIC COMPANY LIMITED

CH.KARNCHANG PUBLIC COMPANY LIMITED
บริษัท ช.การช่าง จำกัด

VINCE HOTEL

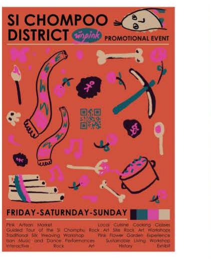
Vince's redesign embodies timelessness, merging classic and contemporary design for a sophisticated yet familiar feel. Subtle surprises engage guests, enhancing their experience with playful discoveries.



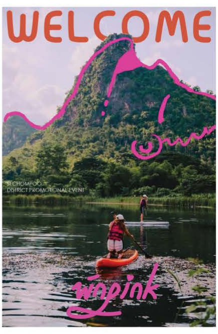


SICHOMPOO EVENT

This project offers a relaxing getaway in Si Chomphu, centered around a vibrant pink-themed festival that celebrates local creativity. Visitors can enjoy an artisan market featuring local food, crafts, and fashion, all inspired by the district's heritage. Beyond the festivities, guests can participate in cultural seminars and hands-on workshops, where they'll learn about Si Chomphu's traditions, history, and community initiatives. This experience blends relaxation with cultural enrichment, allowing visitors to unwind while gaining a deeper understanding of the district's unique identity.


SI CHOMPOO DISTRICT
PROMOTIONAL EVENT
FRIDAY-SATURNDAY-SUNDAY
Pink Artisan Market
Local Cuisine Cooking Classes
Guided Tour of the Si Chomphu Rock Art Site
Rock Art Workshops
Traditional Silk Weaving Workshop
Pink Flower Garden Experience
Isan Music and Dance Performances
Sustainable Living Workshop
Interactive Rock Art History Exhibit

Poster


WELCOME
SI CHOMPOO DISTRICT PROMOTIONAL EVENT

Key visual

INFOMATION
SCHEDULE
SI CHOMPOO DISTRICT
ACTIVITIES
VISIT US :)

Trifold Brochure

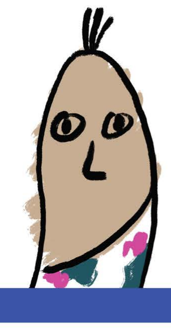
Ticket

SI CHOMPOO DISTRICT

Cup

Bag

T-shirt

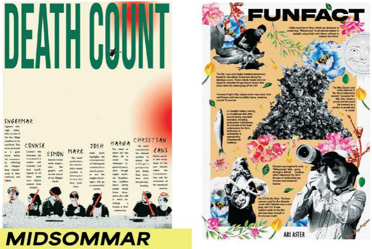


SOMRIT

Somrit is an ancient cave mural artist who accidentally traveled through time to the modern world. He has since become a tour guide and the main artist for the decorative designs at this festival. While no one knows what he truly looks like, his legacy lives on through his artwork and a self-portrait he once created.

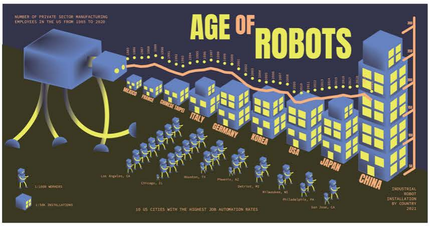
INFOGRAPHIC

AGE OF ROBOTS


DEATH COUNT
INGERMAR
CONNIE
SIMON
MARK
JOSH
HARGA
CHRISTIAN
DANI
FUNFACT
ARI ASTER

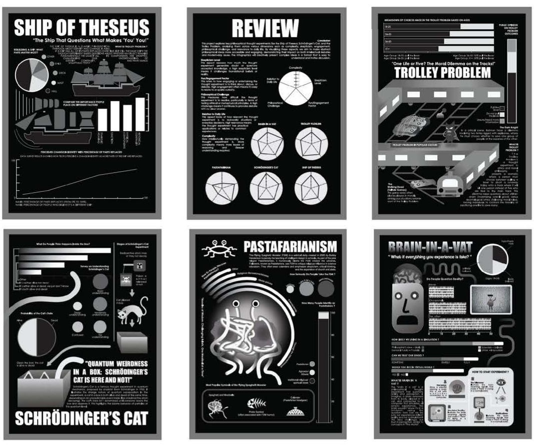
MIDSOMMAR INFOGRAPHIC

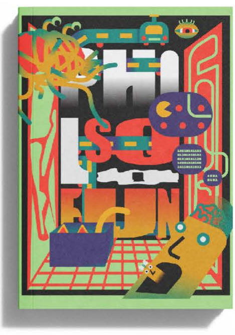
This infographic highlights *Midsommar*'s geographic and cultural influences, including Swedish folklore, the Midnight Sun, ättestupa, and traditional rituals from rural Sweden.



A data-driven infographic exploring the rapid integration of robotics in industries. Using bold visuals and interactive elements, it highlights job displacement, and emerging opportunities in an automated workforce, balancing human ingenuity with technological evolution.

PHILOSO-FUN


SHIP OF THESEUS
"The Ship That Questions What Makes 'You' You!"
REVIEW
"One Life or Five? The Moral Dilemma on the Tracks!"
TROLLEY PROBLEM
"QUANTUM WEIRDNESS IN A BOX: SCHRÖDINGER'S CAT IS HERE AND NOT!"
SCHRÖDINGER'S CAT
PASTAFARIANISM
BRAIN-IN-A-VAT
"What if everything you experience is fake?"



I transform quirky, absurd, and thought-provoking philosophical ideas into engaging infographics. Through fun illustrations and experimental data visualization, I explore unique ways to present seemingly useless but entertaining philosophical research, experiments, and surveys.

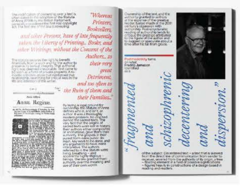
PUBLICATION

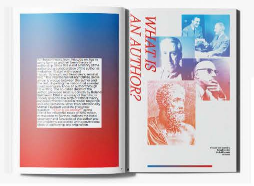
WHAT DOES IT MEAN TO CALL A DESIGNER AN AUTHOR?
AUTHORSHIP

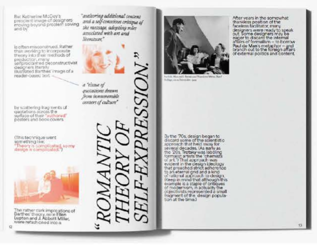
"WHAT DOES IT REALLY MEAN TO CALL FOR A GRAPHIC DESIGNER TO BE AN AUTHOR?"
WHAT IS AN AUTHOR?

DESIGNER AS AUTHOR?

I transformed Michael Rock's 1996 article "Designer as Author" into a publication, designing it with a custom grid system that I created. This project allowed me to explore layout design while balancing structure and readability.

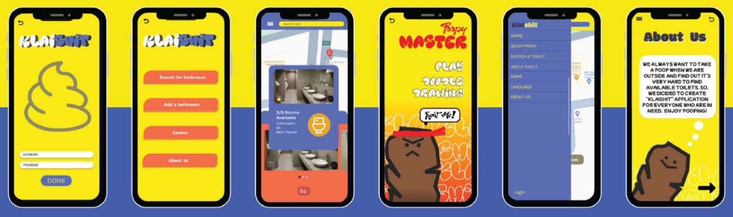

"fragmented and schizophrenic decentering and dispersion."


WHAT IS AN AUTHOR?


"ROMANTIC THEORY OF SELF-EXPRESSION."

scan here to try

KLAISHIT

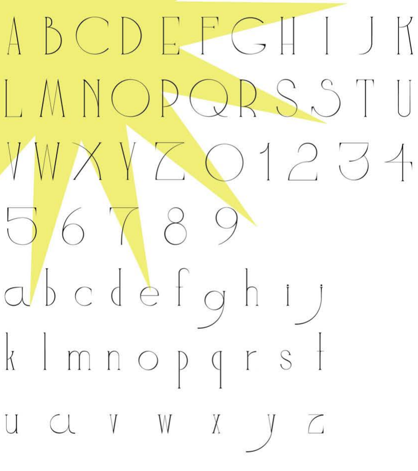

KLAISHIT
USERNAME
PASSWORD
DONE
Search for bathroom
Add a bathroom
Games
About us
3/5 Rooms Available
Go
Poopy MASTER
PLAY
DOODLE DRAWING
Fight Me!
HOME
QUICK MENU
SEARCH A TOILET
ADD A TOILET
GAME
LANGUAGE
ABOUT US
Login
About Us
WE ALWAYS WANT TO TAKE A POOP WHEN WE ARE OUTSIDE AND FIND OUT IT'S VERY HARD TO FIND AVAILABLE TOILETS. SO, WE DICIDED TO CREATE "KLAISHIT" APPLICATION FOR EVERYONE WHO ARE IN NEED. ENJOY POOPING!

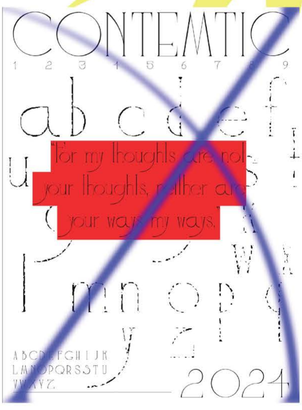
UI for Mobile application with an interactive user interface. This program was created to help you discover a toilet in your region. Our basic concept is to alleviate the pain point that locating toilets outside is quite difficult and often of poor quality.

TYPEFACE DESIGN

CONTEMTIC

My typography class project features a serif typeface inspired by the Gothic period, blending historical influence with a contemporary look. It showcases elegant arches, sharp details, and high-contrast forms.


A B C D E F G H I J K
L M N O P Q R S S T U
V W X Y Z 0 1 2 3 4
5 6 7 8 9
a b c d e f g h i j
k l m n o p q r s t
u a v w x y z

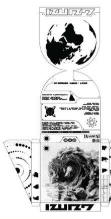

CONTEMTIC
1 2 3 4 5 6 7 8 9
"For my thoughts are not your thoughts, neither are your ways my ways.
ABCDEFGHIJK
LMNOPQRSSTU
VWXYZ
2024

PACKAGING

โสมอินซัม
10บาท
เครื่องดื่ม
โสมอินซัม
인삼 음료

SOMINSOM REDESIGN

The Space Pod Carrier is a futuristic capsule designed to house alien pets, featuring habitat-inspired textures and glowing details. Its hinged door reveals the pet in a themed tray, doubling as a display case. Includes a "Galactic Pet Care Manual" and a collectible species badge.



32ND YEARS ANIVERSARY
Of nitade abac
Planet 607-T
Pale Blue Dot
NAPHAT TATAWATORN

LUMI ARTTOY BOX

The Space Pod Carrier is a futuristic capsule designed to house alien pets, featuring habitat-inspired textures and glowing details. Its hinged door reveals the pet in a themed tray, doubling as a display case. Includes a "Galactic Pet Care Manual" and a collectible species badge.

Picture of The work got exhibit at Seacon square.

MOOD MOSAIC

The candy represents the emotional journey of life, with each wrapper symbolizing a unique mental struggle or feeling—happiness, sadness, anxiety, calm, and more. These wrappers are designed to overlap and create new patterns, mirroring how emotions often blend and evolve over time.

- KEY RULES:
- No duplicate overlaps: You can't use the same pattern twice in an overlap.
- Flexibility in selection: You can overlap 1, 2, 3, up to all 7 patterns.
- Uniqueness: The order of overlaps doesn't matter, but each final combination must be distinct.

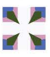
- APPROACH:
- The problem boils down to calculating combinations (choosing subsets of patterns) and accounting for all ways to arrange/overlap those subsets without duplication. For n patterns, there are 2^n-1 subsets (excluding the empty subset).

TOTAL SUBSETS = 2^7-1 = 127 POSSIBLE WAYS

CARING

LOVED

CHEERING

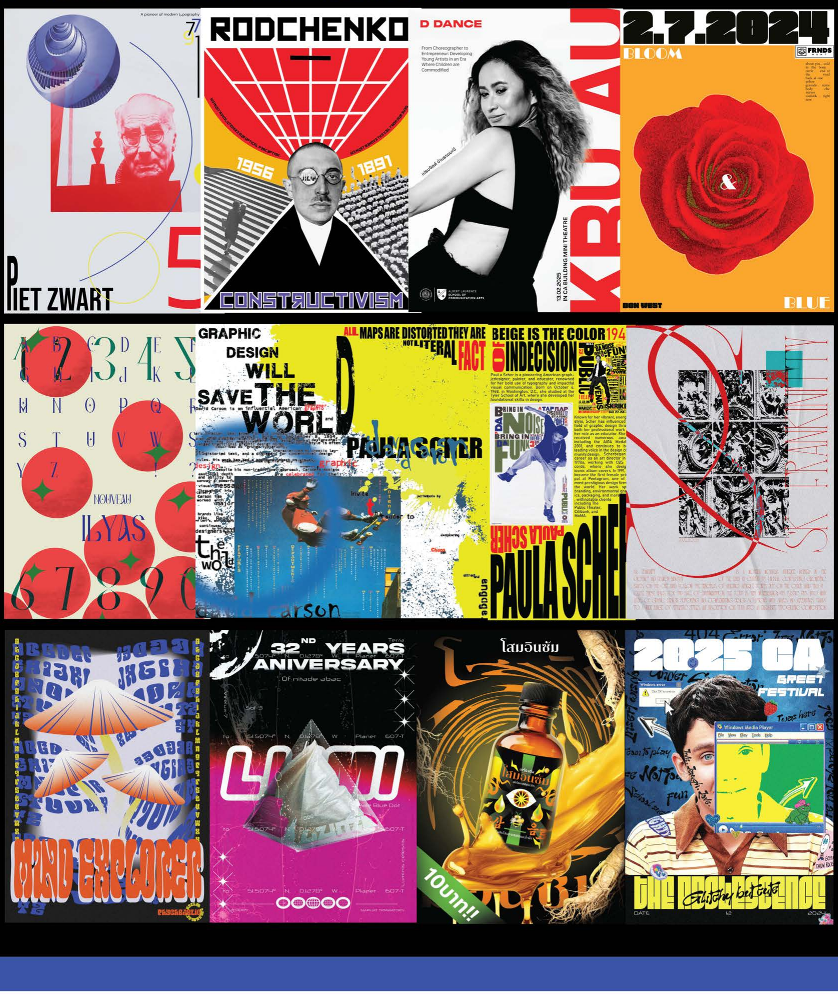

ANXIETY

ENERGATIC

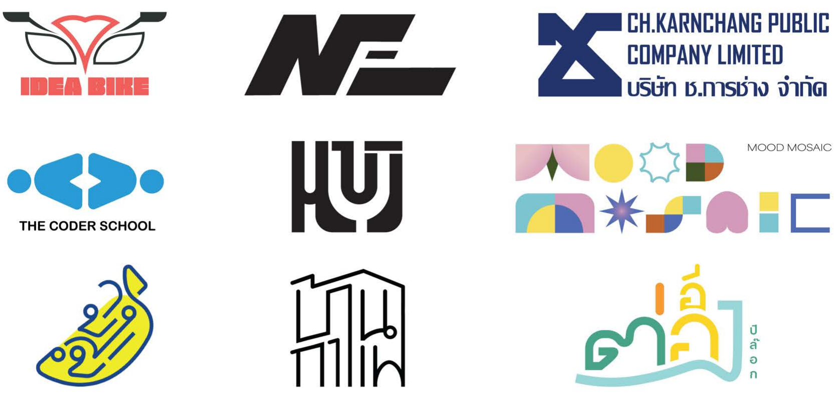
ISOLATE

CLAM

POSTER DESIGN


PIET ZWART
RODCHENKO
1956
1891
CONSTRUCTIVISM
D DANCE
KRU AU
2.7.2024
BLOOM
BLUE
GRAPHIC DESIGN WILL SAVE THE WORLD
PAULA SCHER
32ND YEARS ANNIVERSARY
10บาท!!
2025 CA STREET FESTIVAL

LOGO DESIGN


IDEA BIKE
CH.KARNCHANG PUBLIC COMPANY LIMITED
บริษัท ช.การช่าง จำกัด
THE CODER SCHOOL
MOOD MOSAIC

ทีม หนุ่มเหนือ เสือสาว

บ้านกาแฟ

คณะนิเทศศาสตร์ สาขาออกแบบสื่อสารสร้างสรรค์ มหาวิทยาลัยอัสสัมชัญ

นางสาว ระสา บุ่งนาแซง
นาย ณภัทร ตัตวธร

บ้านกาแฟ = อบอุ่นเหมือนอยู่บ้าน

Key Message

อยากให้ทุกคนที่มาไม่ได้รู้สึกว่าเป็นลูกค้า
แต่เหมือนเป็นลูกหลานที่ได้กลับมาบ้าน

Pain Point

อร่อยแต่เข้าไม่ถึง

Story -telling
ตัวร้าน

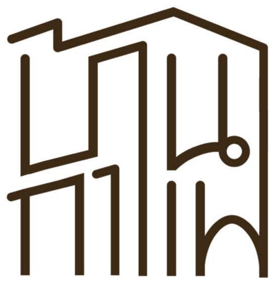
- นามบัตร
- ใบสะสมแต้ม
- ป้าย
- มาสคอต

C : 52 M : 67 Y : 84 K : 66	C : 87 M : 28 Y : 77 K : 14	C : 21 M : 8 Y : 3 K : 0	C : 100 M : 86 Y : 12 K : 1	#FFF72C C : 7 M : 0 Y : 91 K : 0
#3F2A15	#0C7C5A	#C9E3FF	#1F448E	
R : 63 G : 42 B : 21	R : 12 G : 124 B : 89	R : 197 G : 215 B : 232	R : 0 G : 63 B : 145	R : 248 G : 241 B : 37

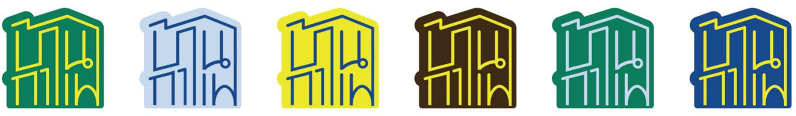
Tone / Manner

อบอุ่น เป็นกันเอง ขี้เล่น

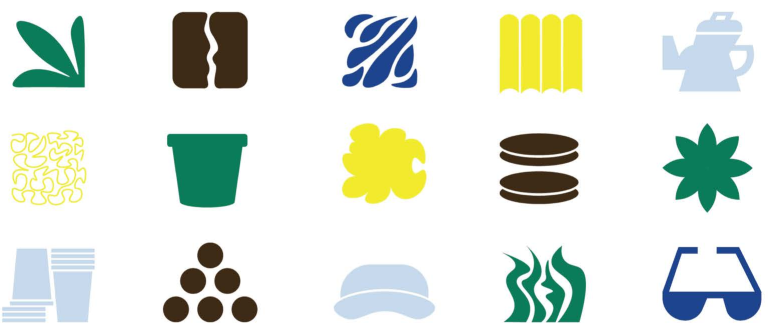
โลโก้

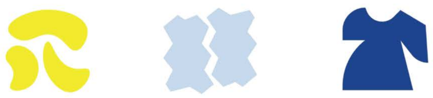


โลโก้ทางเลือก



ภาพประกอบ

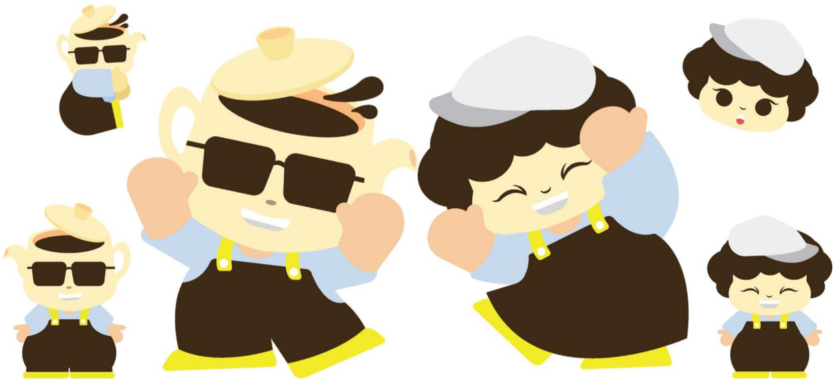




I take interesting elements from different areas of the store and nearby shops, setting a rule that these components must remain within the store's block zone so they can be used as design elements in other coperate design.

ลุง T-POT

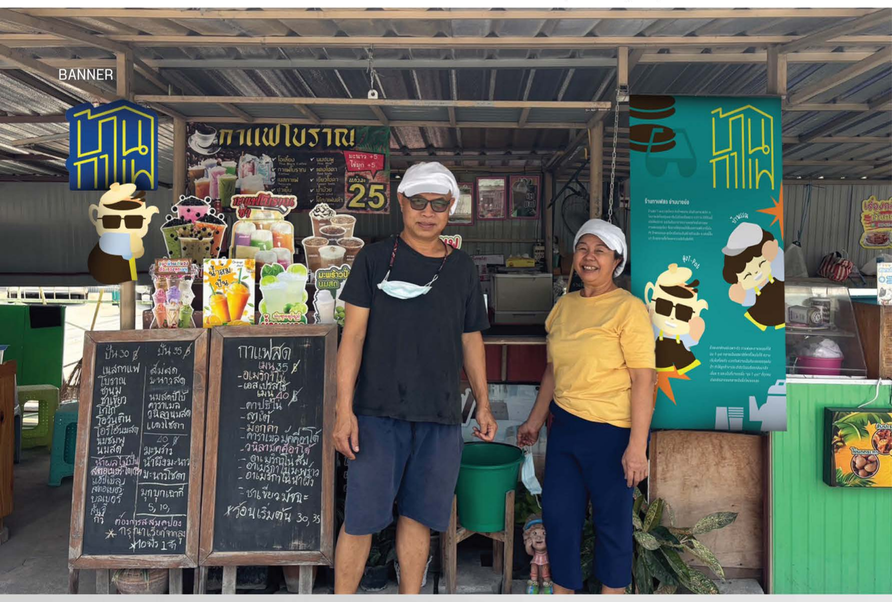
บุคลิก : ขี้เล่น อารมณ์ดีแต่ขี้อาย



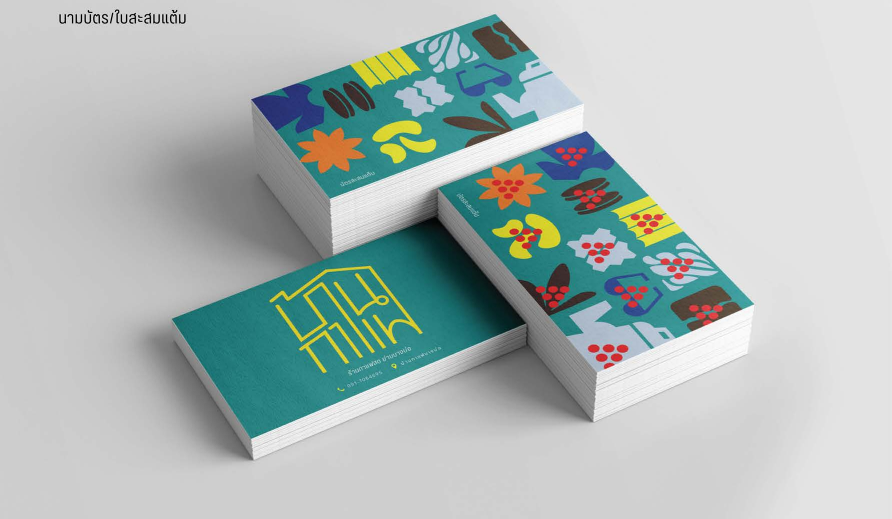
ป้าพรรณ

บุคลิก : ชอบคุยกับลูกค้าที่มาร้าน อารมณ์ดี เป็นกันเอง

BANNER

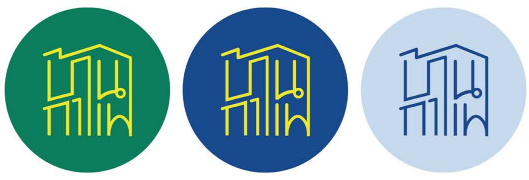


นามบัตร/ใบสะสมแต้ม

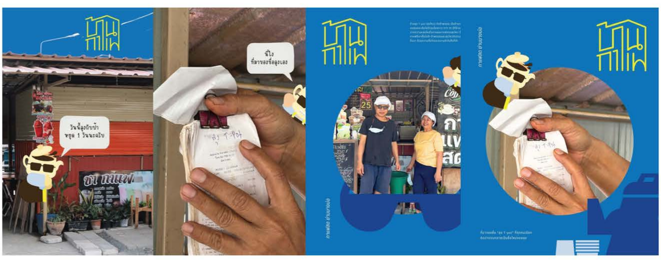


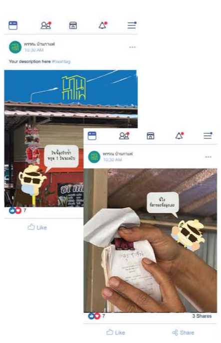
โซเชียลมีเดีย

FACEBOOK PROFILE



FACEBOOK POST





THANKYOU