

2026

Portfolio

Supatcha Thongnuch

Faculty Fine and Applied Arts , Product Design

About me



Product
Graphic
Branding
Interior

Hello!

I'm Supatcha Thongnuch

You can call me

Zeon

สุภัชชา ทองนุช (ซีออน)

A fresh graduate in Product Design with a passion for Graphic Design, Branding, and Visual Communication. With a background in Product Design and hands on experience in graphic design, I enjoy exploring how ideas, visuals, materials, and stories can come together to create meaningful design. I am curious, detail oriented, and always eager to learn new things. I enjoy turning concepts into visual experiences that are not only visually engaging, but also clear, thoughtful, and purposeful. design with curiosity, creativity, and a belief that good design should communicate, connect, and leave an impression.

Software



Contact

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Instagram : sugatchyy
Email : supatcha.thongnuch25@gmail.com

Education

Burapha University
Bachelor of Fine and Applied Arts , Product Design
GPA : 3.45

INTERNSHIP

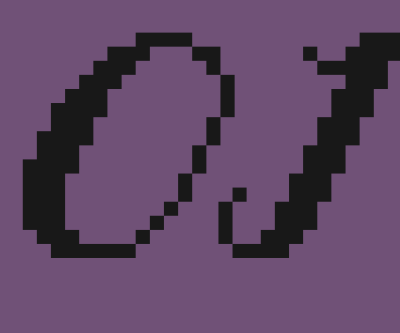
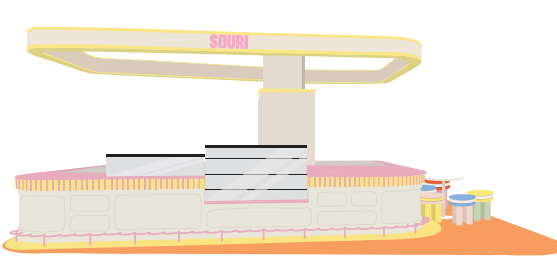
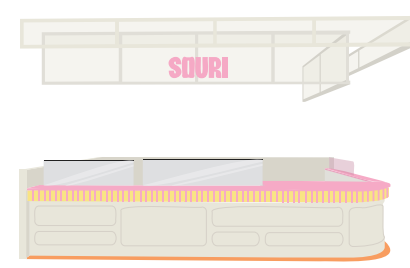
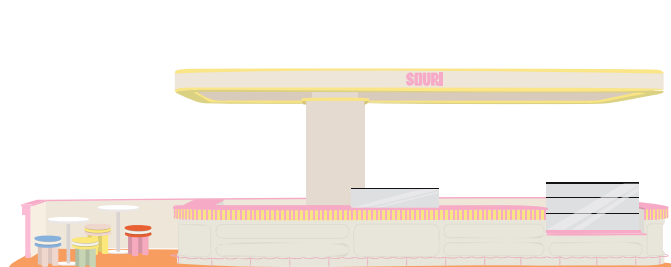
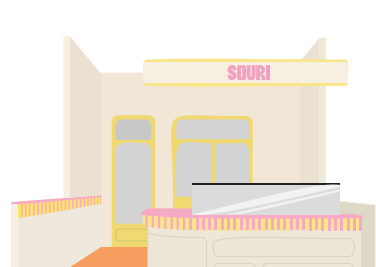
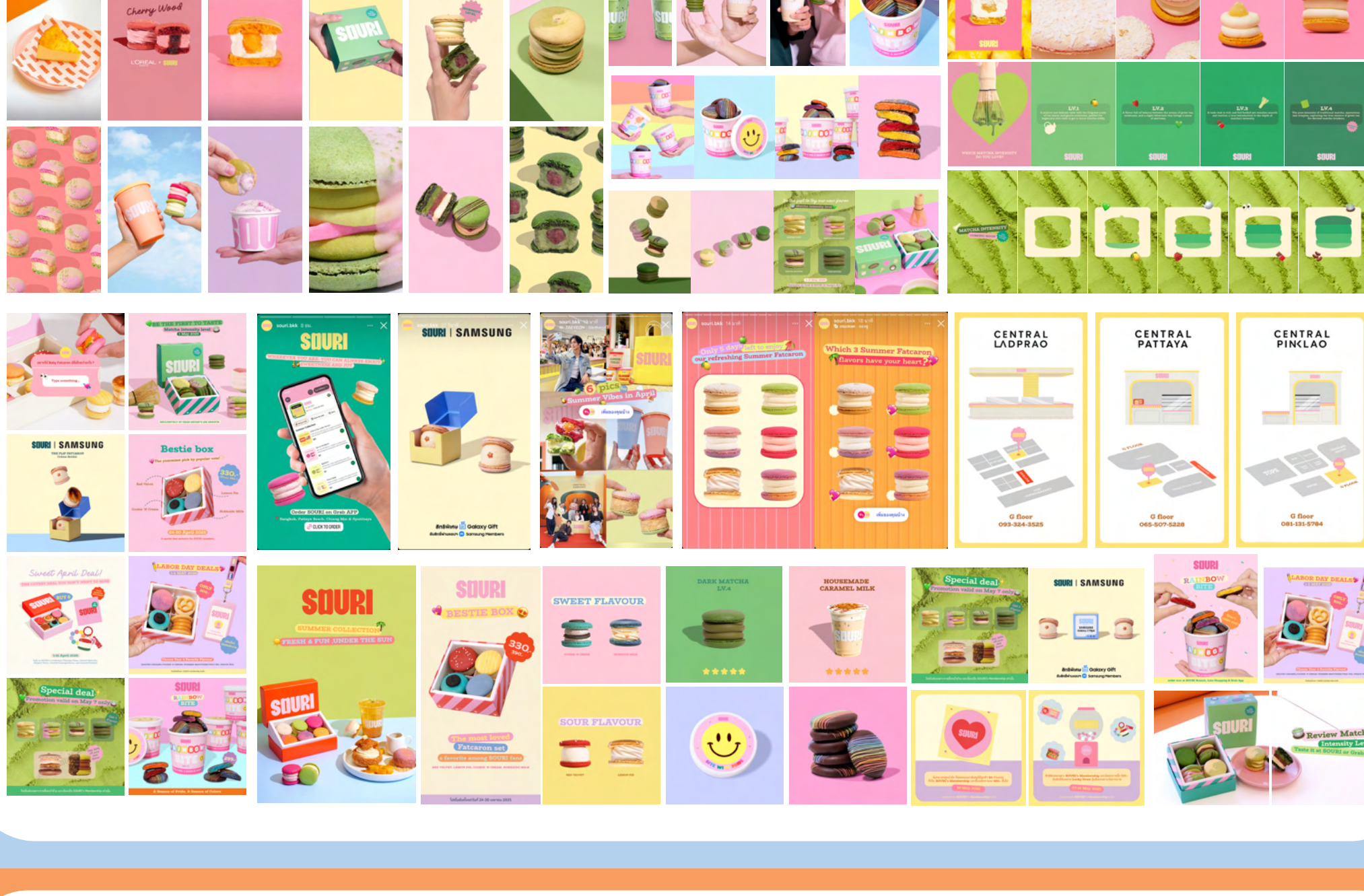
EXPERIENCE



RICH SMILE CO., LTD. (บริษัท ริชสไมล์ จำกัด)

Position : **Graphic Design Intern**Time : **March 2025 - May 2025**

- Designed social media posts for Instagram, Facebook, and X.
- Created campaign layouts and graphic assets.
- Retouched product images for brand consistency.
- Edited visuals to match Souri's brand identity.
- Collaborated with the Art Director and managed briefs.
- Created 3D retail mockups in Rhinoceros 7.

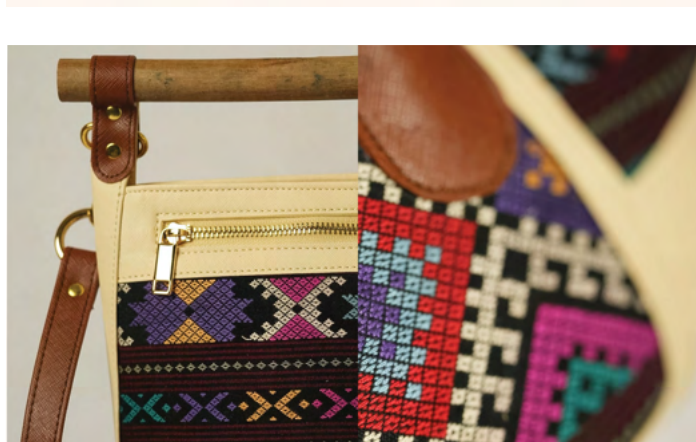
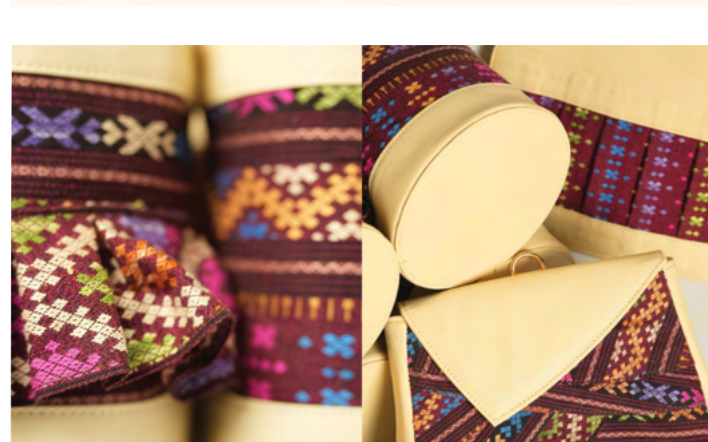
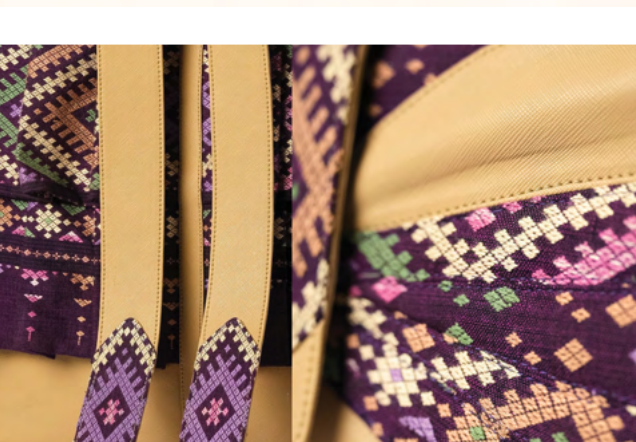


THESIS PROJECT

Skills : Sketching / Bag Design / Design Research / Concept Development / AI Assisted Concept Visualization / Brand Identity Design / Production Coordination

Year : 2025

LUFERN

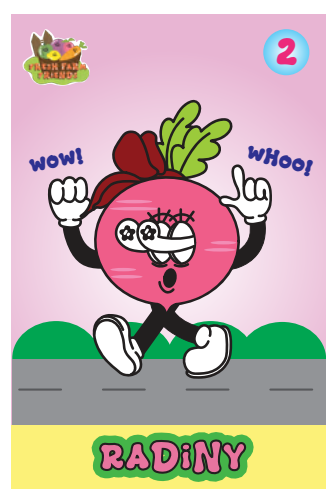
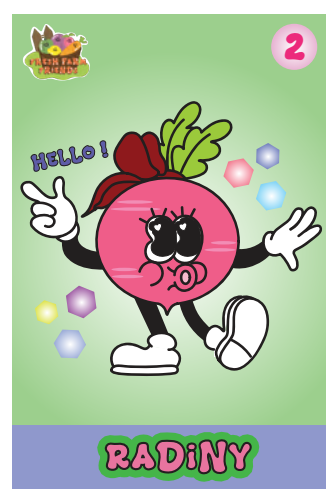
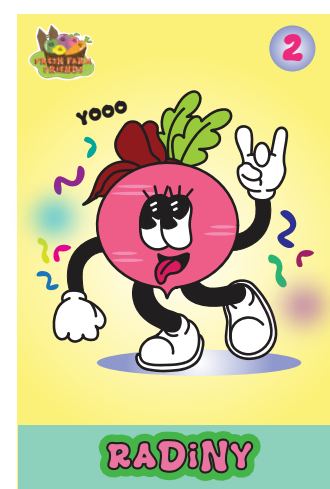
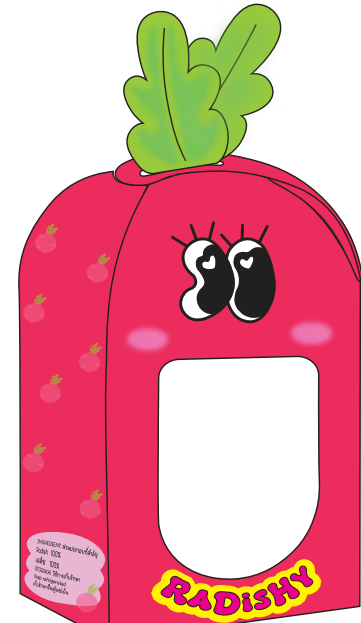
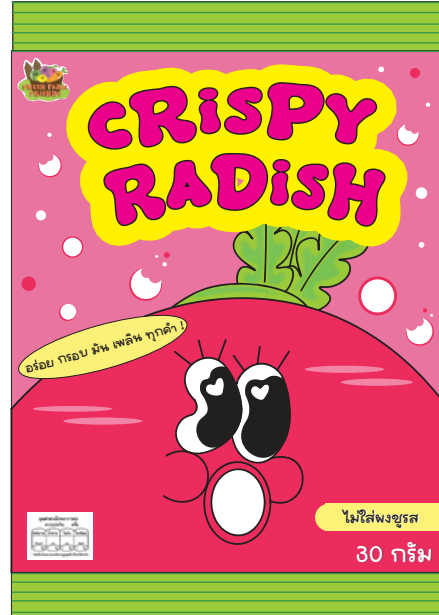
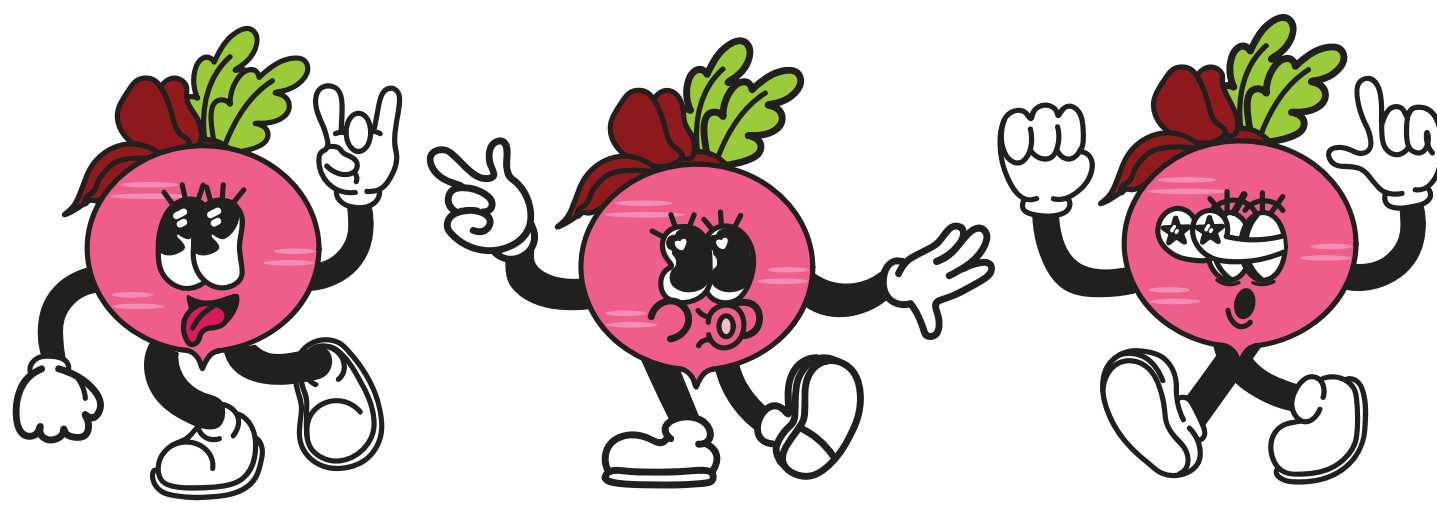


A contemporary bag collection inspired by the cultural identity of Tai Lue woven textiles from Ban Lai Thung, Nan Province. The project reinterprets traditional craftsmanship into functional products for modern lifestyles by integrating Tai Lue woven textiles with contemporary materials such as leather. Drawing inspiration from local food culture, ceremonial traditions, and weaving tools, these cultural elements are translated into the form, structure, and details of three themed collections comprising six bag designs. The design process included cultural and user research, concept development, sketching, 3D modeling, prototyping, and user evaluation to create products that balance cultural identity, functionality, and contemporary aesthetics.



RADINY

The Radish character is designed with a bright, playful, and friendly personality. Featuring a vibrant pink radish, a signature red bow, expressive eyes, and fresh green leaves, it represents freshness, health, and happiness while appealing to children and families.



Design Concept

The packaging design transforms radishes into a fun, vibrant, and approachable product through a playful Radish character system. Designed as a cohesive product family, each package represents a different way of enjoying radishes from fresh whole radishes and thinly sliced radishes to crispy baked snacks. Collectible cards were also incorporated to create a fun and engaging experience for children and families.



Enchanted Mirror

Regency Era /Movie - Tangled

Concept

This product features a dual-function design, combining a mirror and a jewelry shelf/hanger. The mirror is shaped like Rapunzel's hair, decorated with flowers, while the shelf is designed to resemble Pascal, the chameleon, adding a cute and fun element. The base looks like stacked books, enhancing the lively and beautiful overall design. It serves as a charming way to display accessories.

Inspired

The characteristics of the regency are rounded, elegant with patterns on the glass. Combined with inspiration from Rapunzel, it may focus on elements related to nature, such as flower patterns, patterns that look fluttering and delicate. Like long hair

Materials

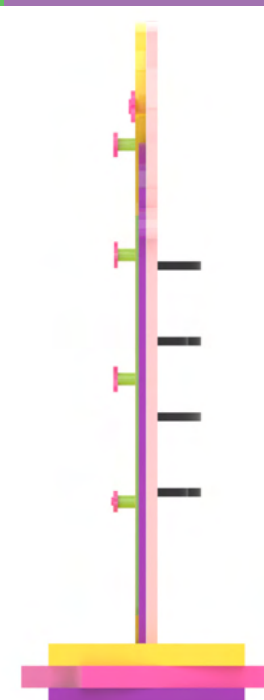
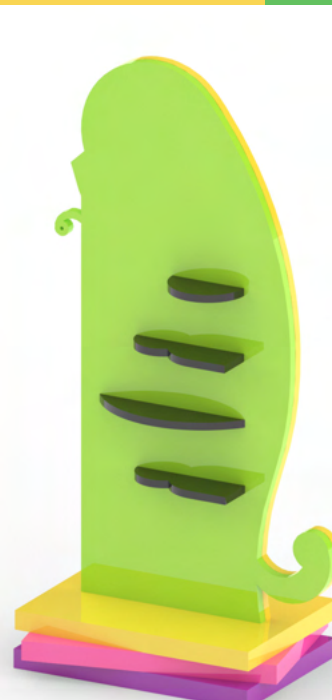
Medium Density Fiber Board (MDF)
Mirror

Size

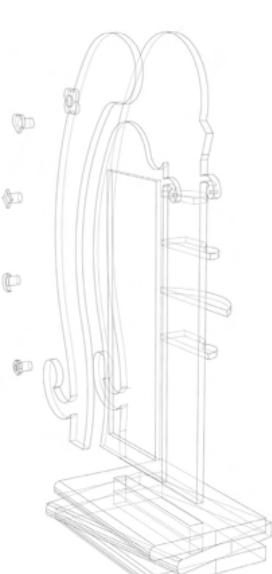
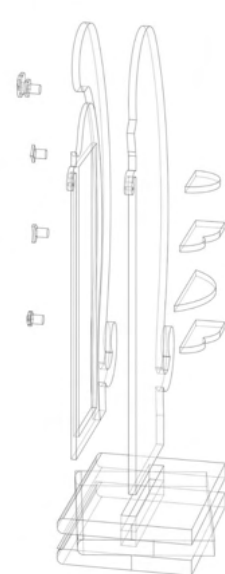
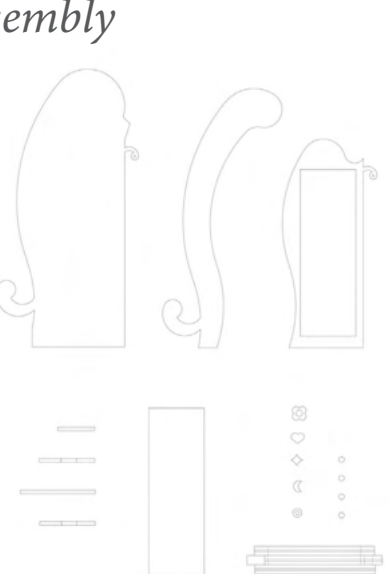
width : 70 cm
length : 65 cm
height : 155 cm



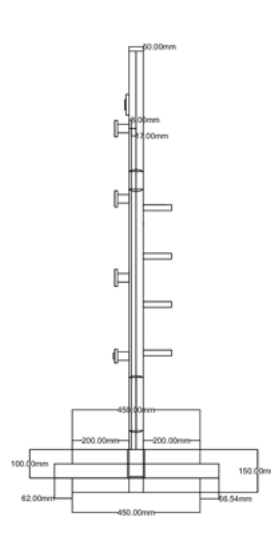
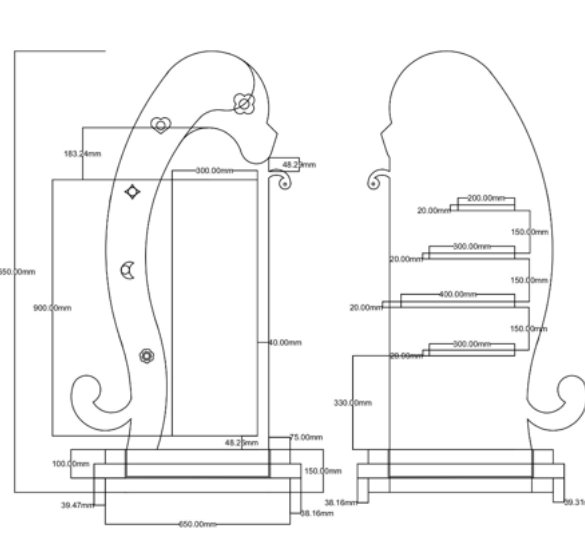
Models 3D



Assembly

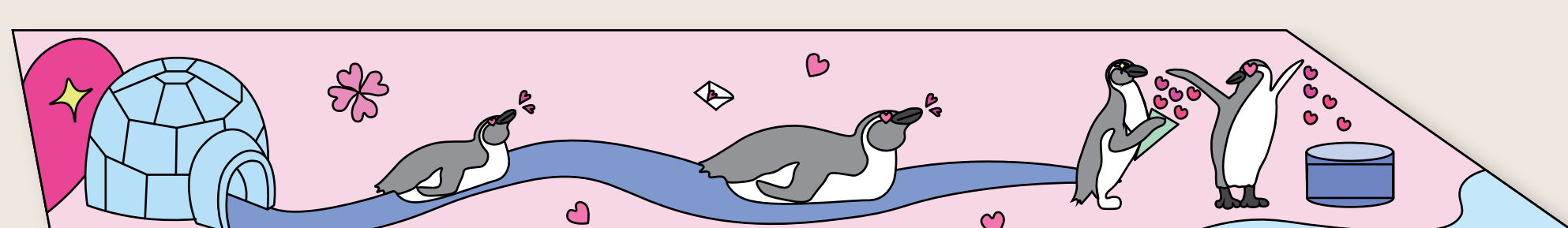
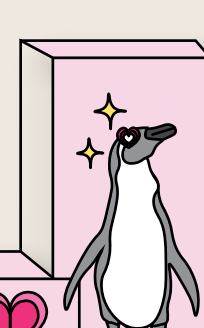
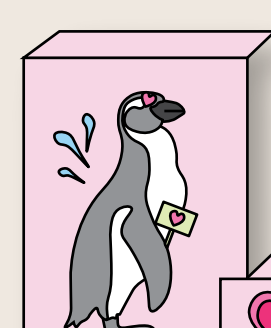


Dimension



Penguin Love Journey

Penguin Love Journey is an exhibition space design project that tells the story of a penguin who dreams of finding love. Inspired by the affection shared between other penguin couples, it embarks on a journey to win another penguin's heart through flirting, collecting hearts, and building a meaningful relationship, ultimately finding true love and becoming a couple.



05

TREND FOR
PRODUCT DESIGN

Skills : Sketching / Fashion Design / Material Sourcing / Supplier Communication

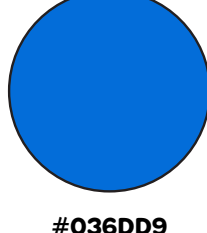
Year : 2024



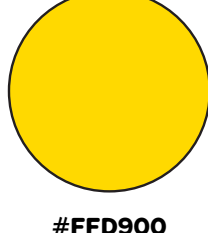
Concept

The 1980s American fashion, with its vibrant colors and checkerboard graphics, is adapted to the present day to create a fun and modern look. The design incorporates functionality and flexibility, such as a long-sleeve shirt that can be removed and turned into a short-sleeve, or the sleeves can be used as socks. The combination of pants and skirts adds versatility and interest to the outfit. This design allows for various adjustments to create a stylish and unique look without appearing odd, reflecting the diversity of today's fashion.

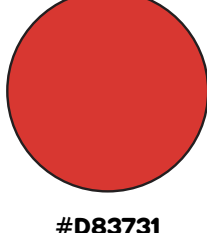
Colors



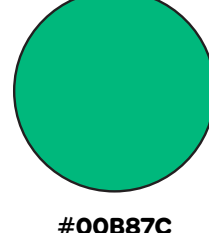
#036DD9



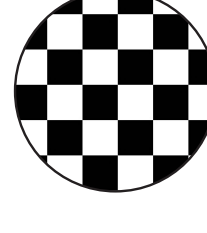
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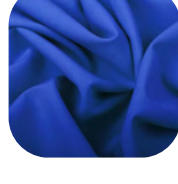
#D83731



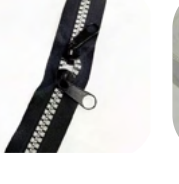
#00B87C



Materials



CHECKERED



ZIP



ELASTIC



STUD

Detail



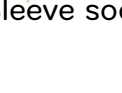
Zip-off Sleeves



Elastic waistband



Skorts



Sleeve socks



06

COPORATE IDENTITY DESIGN

Skills : Typography / Brand Identity Design / Logo Design / Pattern / Illustrator / Mockup / Supplier Communication

Year : 2024

COLUMBIA
Picture Aqauverse

COLUMBIA
Picture Aqauverse

COLUMBIA
Picture Aqauverse

COLOR PALETTE



#EFC041



#1D4F91



#DD4124



#9FDDDD

TYPOGRAPHY

Aa Fresh Fruit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Jelly Anika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



The logo design of Columbia Pictures Aqauverse incorporates elements that symbolize the water park, such as a lifebuoy, sunglasses, and water waves. These symbols are associated with fun and relaxation in the water park.

The pattern design involves arranging and combining these water park elements.

The logo, typography, and pattern aim to create a connection between the emblem and the location.

The design is created to appear fresh, fun, and harmonious with the surrounding atmosphere.

Columbia
Picture Aqauvers

x

Faculty of Fine and
Applied Arts



It is a collaboration that blends elements of the water park and the Faculty of Fine and Applied Arts to design a pattern that combines the unique identities of both places. Elements from the water park, such as rubber rings, water droplets, and sliders, are replaced with lotus flowers, paintbrushes, and color palettes representing the faculty. This fusion results in a pattern that is both distinctive and more vibrant and playful



ELEMENTS



COLOR PALETTE



#AD4584



#B99AC8



#02A094

เพลินพักรักเรโทร

(Plern Phak Rak Retro)

Location - Nimman Chiang mai

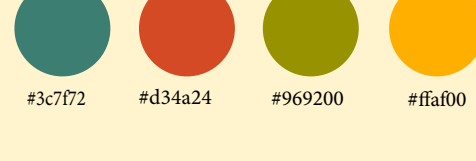
Concept

Take guests on a journey back in time to the vibrant glory of the 60s-80s, where everything was filled with color and excitement. The unique furniture reflects the joy of music, while bold colors and retro patterns blend seamlessly. Every corner of the hostel is infused with the charm of the past, brought back to life. Guests will experience the nostalgic essence of an era rich in music and art.

Keywords

vintage music enjoyable diversity

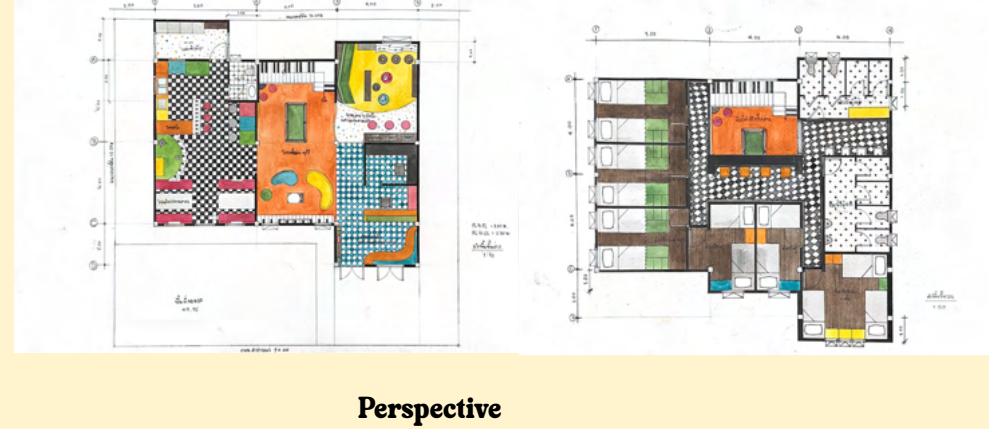
Mood & Tone



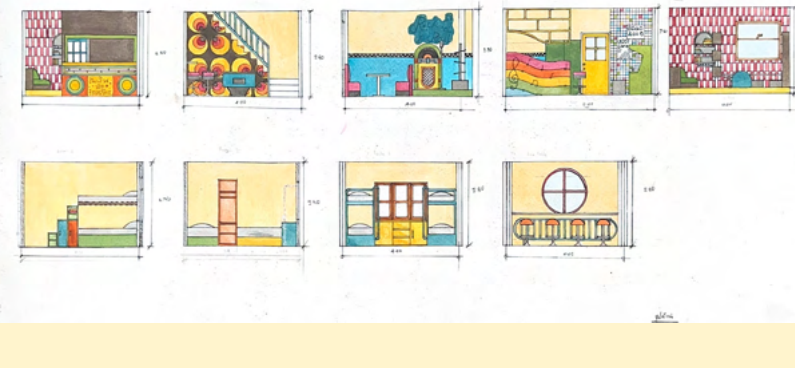
Models



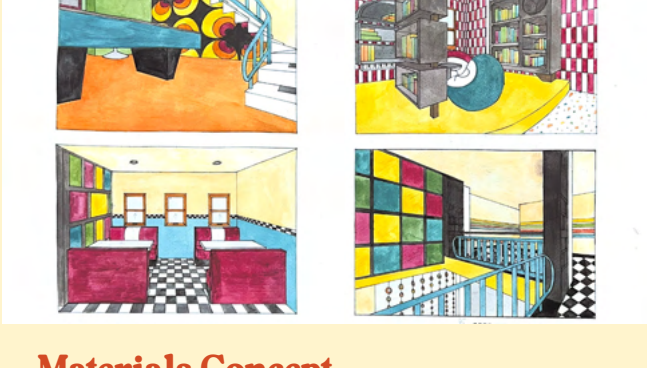
Plan



Elevation

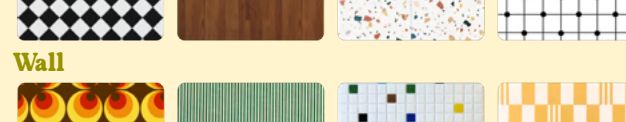


Perspective

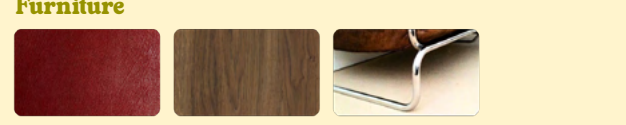


Materials Concept

Floor



Wall



Furniture



Sea Breeze House

Concept

A Mediterranean-style home design that emphasizes openness, relaxation, and a serene atmosphere, perfect for unwinding - just like a tranquil sea and a pristine white sandy beach. Each section of the house represents the sea at different times of the day: the bedroom reflects the nighttime sea, the living hall captures the sea during the day, and the terrace embodies the beach.

Keywords

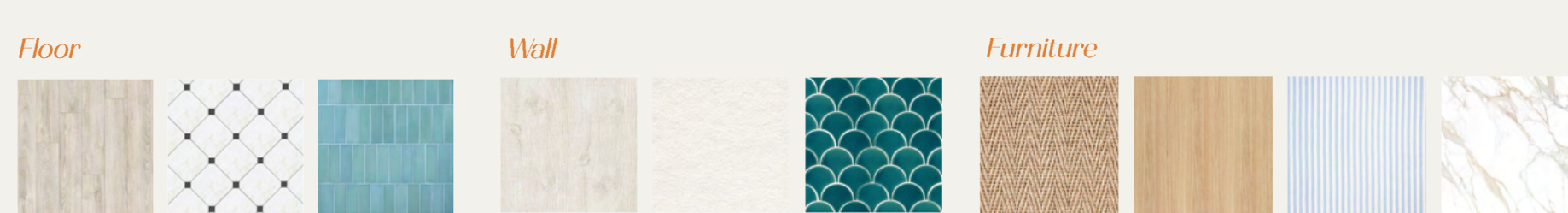
Nature Warm Relaxed Peaceful



Perspective / Elevation



Materials Concept



Plan



ACTIVITIES

2025

Global Future Generation of Innovation Workshop



Enhanced cross cultural collaboration, creative thinking, and AI assisted design skills through developing an innovative design project using Vizcom.



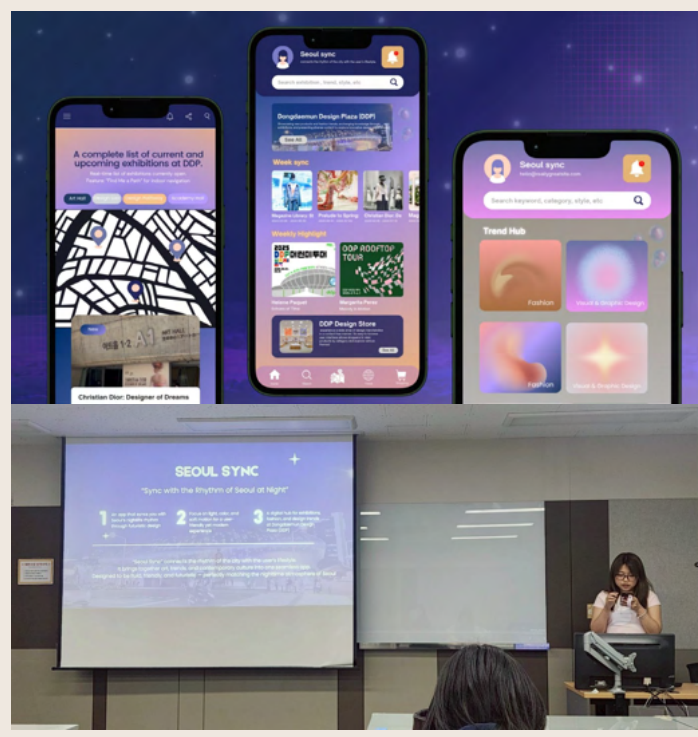
South Korea



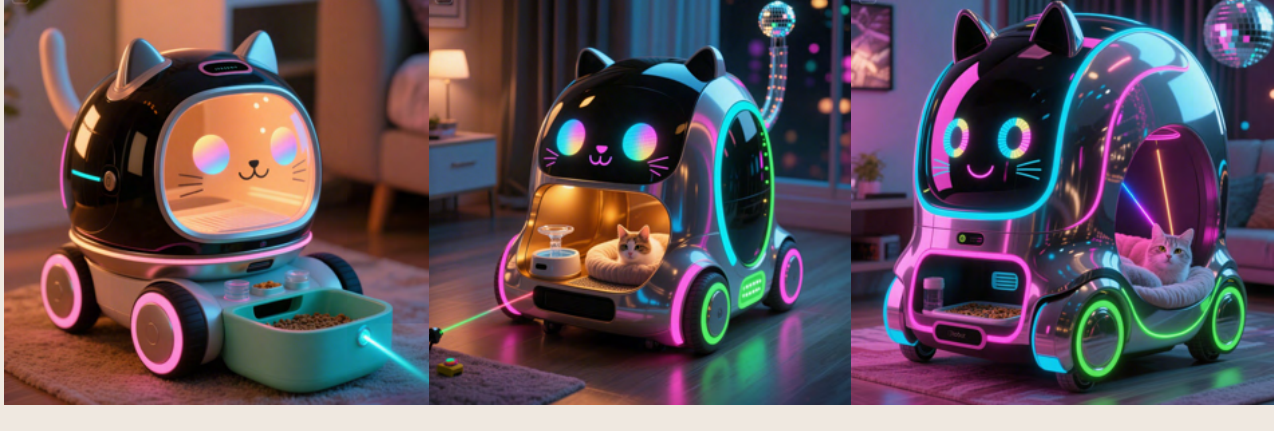
Cultural exchange & design experience

Hansung University

Konkuk University



Explored Korean culture through city exploration and developed a UI design project that reinterpreted Korean cultural identity into a contemporary user experience.



Developed design skills and learned to apply AI tools by exploring multiple AI platforms for image generation, prompt writing, image to video creation, and design concept development. Collaborated with Korean university students on a space themed design project.

Taiwan



Academic Study Tour



The study tour expanded my understanding of art, design, and contemporary culture through visits to museums and creative districts in Taiwan. It inspired new perspectives on cultural identity, exhibition design, and creative thinking, while encouraging me to apply these insights to develop more meaningful and user centered product design.

084-320-2395 Supatcha Thongnuach

