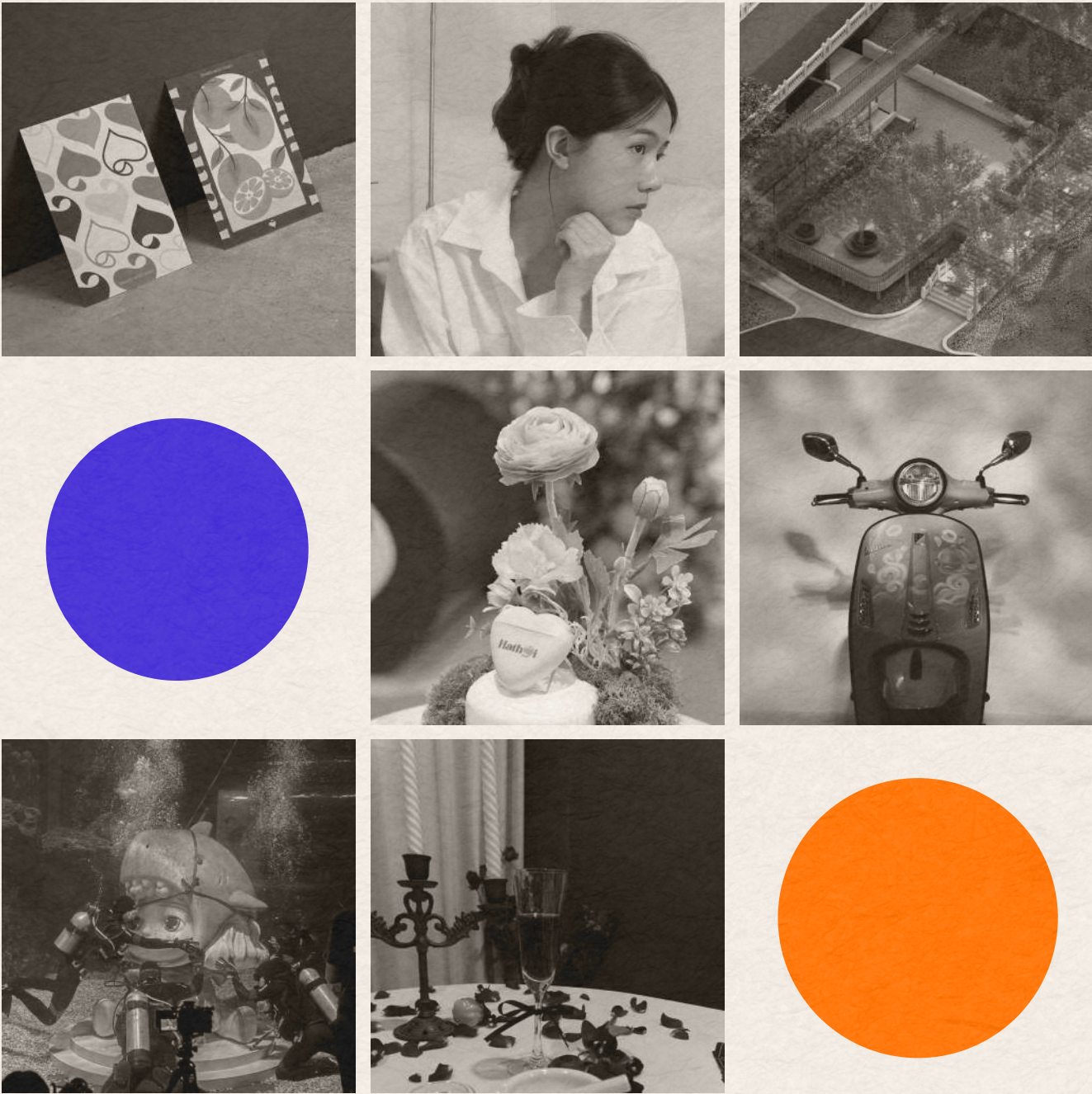


CREATIVE · PROJECT MANAGER

2024-PRESENT



PASSORN

PRANPANICHLERT

P O R T
F O L I O

I **MAKE** THINGS
A N D

I **MAKE** THEM

H A P P E N



Hi! I'm **NEKO**

/ˈnekoʊ/ Proper Noun

Also known as: Passorn Pranpanichlert

A multidisciplinary creative interested in how ideas take shape — from the first thought to the final outcome. Moves between creative direction, design, brand development, product, and project coordination, with a tendency to look beyond the brief and figure out what needs to happen next.



WHAT I DO?

Creative

Art Direction

Event

Production

Branding

Experience

Display

Product

Architecture

Management

HOW I DO?

My brain, a few good tools, the right skills, and probably too many tabs.

Skills: Creative Direction, Concept Development, Visual Direction, Project Management, Coordination, Collaboration, Communication, Problem Solving, Leadership, Production

Tools: Adobe Creative Suite, Figma, AutoCad, Lumion, D5, V-ray, Sketchup, Blender, 3ds Max, Procreate, Notion, Trello, Miro, Monday, Google Workspace

WORK EXPERIENCE

MAY 2025 - AUG 2026

Freelancer

- Creative Lead - Hathai Herb
- Founding Brand & Product Development Lead - Hathai Herb

MAR 2025 - NOV 2025

Mackcha Studio

Freelance Project Manager

APR 2024 - FEB 2025

Mackcha Studio

- Project Manager
- Creative Designer

NOV 2022 - JAN 2024

Shma Company Limited

Landscape Designer

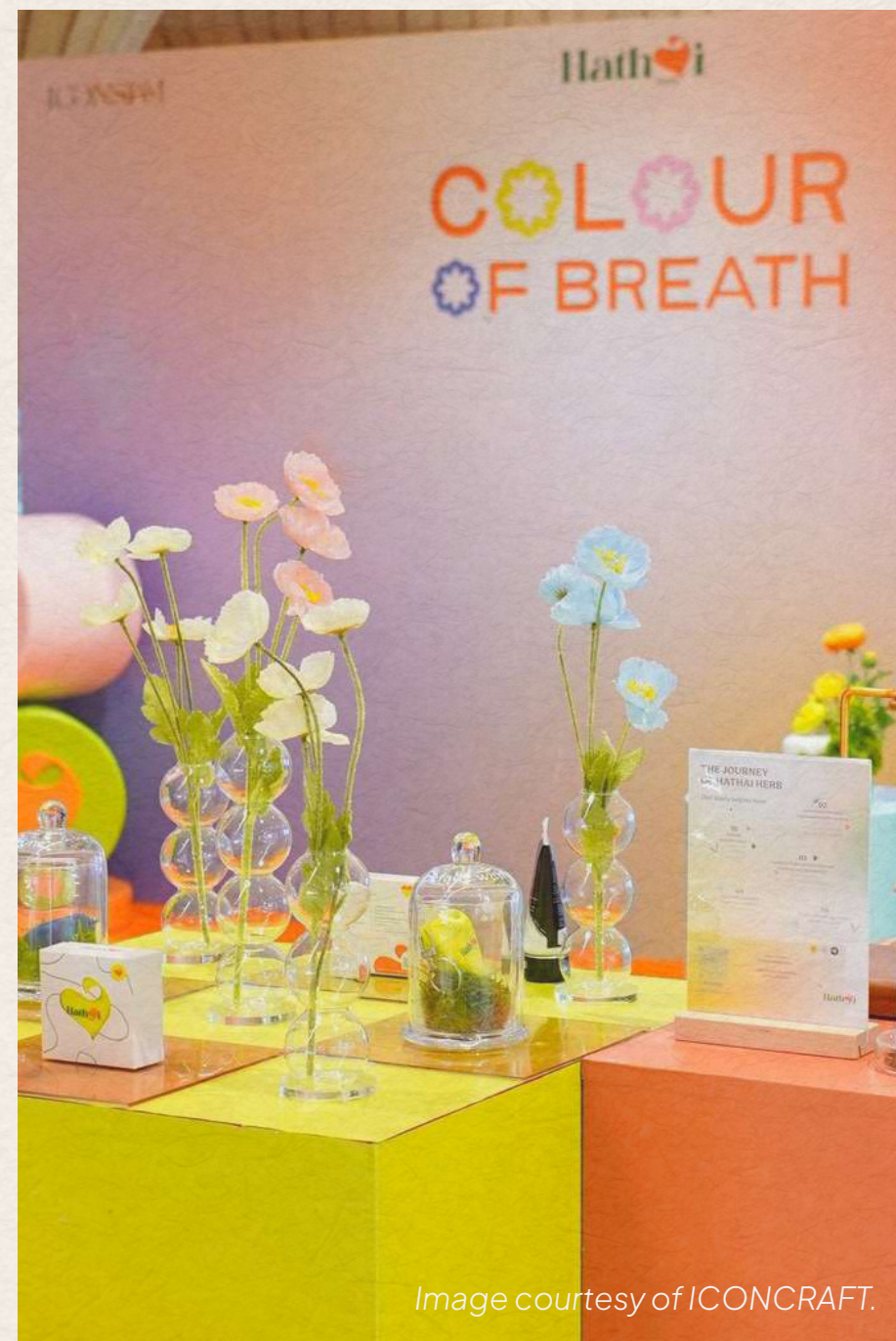
EDUCATION

AUG 2017 - MAY 2022

Chulalongkorn University

Bachelor of Landscape Architecture (B.L.A)

HIGHLIGHT



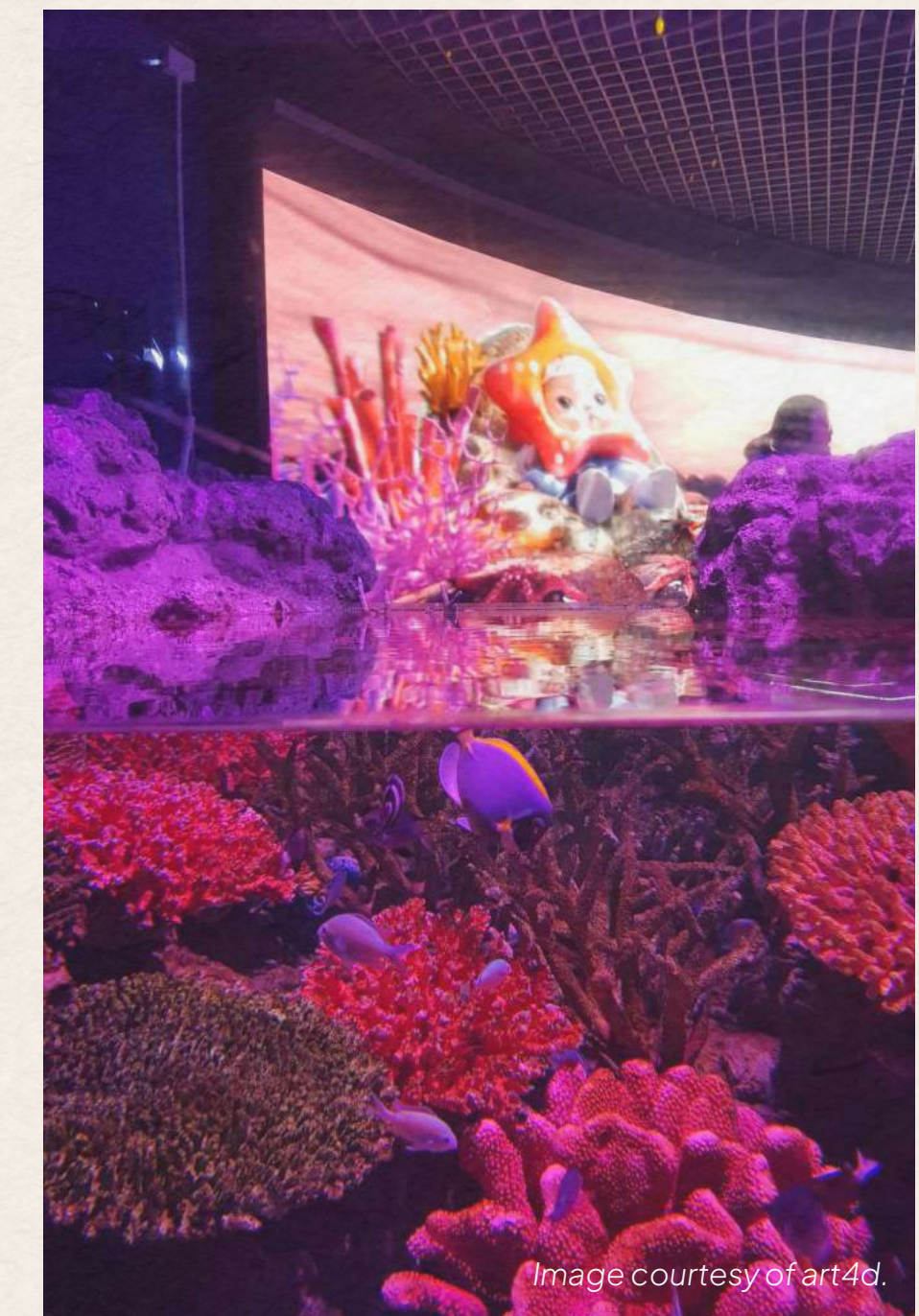
Hathai Herb
— Colour of Breath Event → P.06



Hathai Herb
— Sawasdee Seoul Thai Festival → P.14



Mackcha
— Vesperte He(art)beat → P.20



Mackcha
— Sea of Reflections → P.26

HERE'S WHAT
HAPPENS
WHEN MY BRAIN
GETS TO WORK

From creative ideas to the details that make them happen

01 CREATIVE PROJECT MANAGEMENT

COLOUR OF *Breath*

PROJECT TYPE:

Brand Launch · Experiential Event · Retail Activation

BRAND:

Hathai Herb
In collaboration with Iconcraft, Iconsiam

ROLE:

Creative Lead / Project Manager

SCOPE:

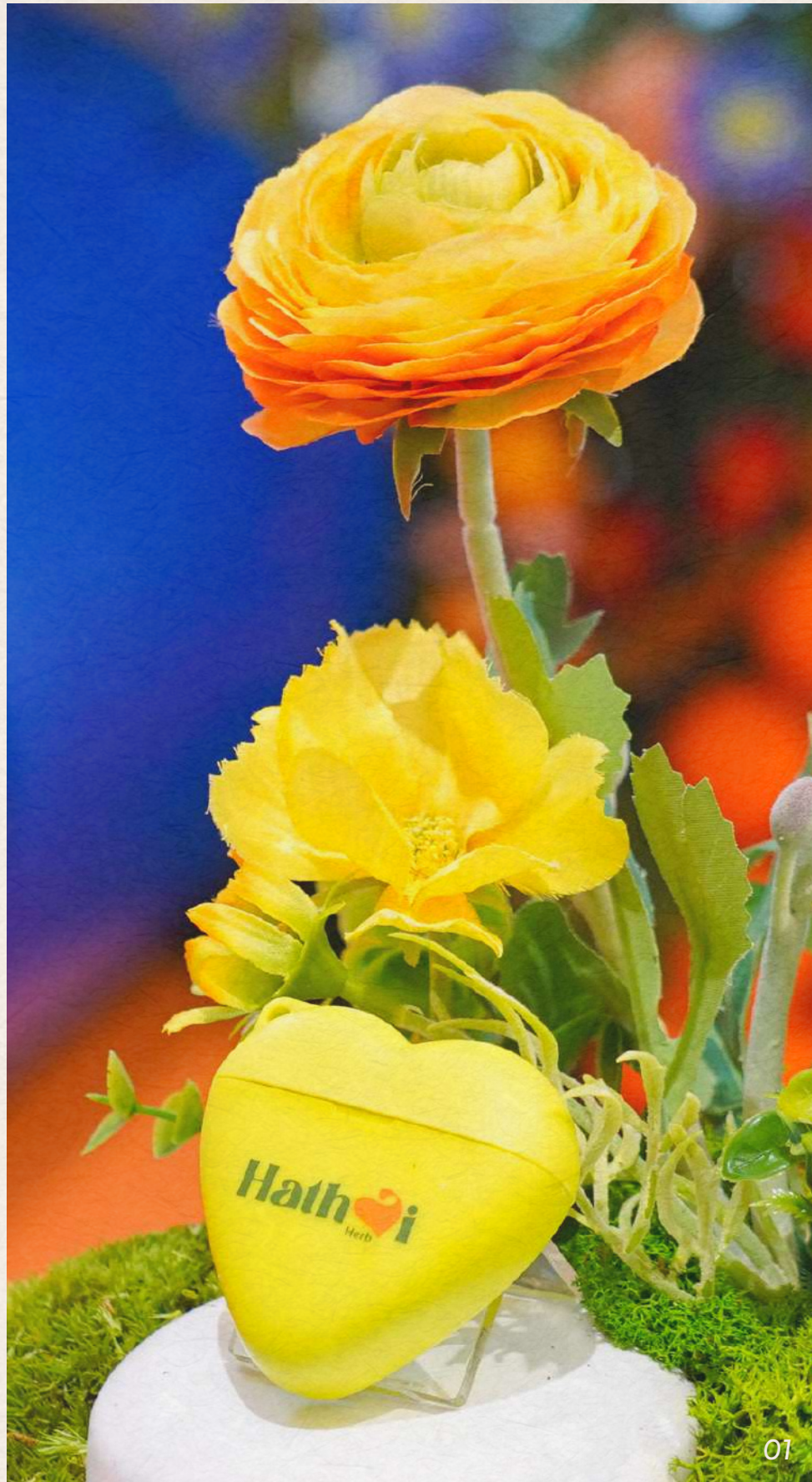
Creative Direction / Event Concept / Production Planning / Partner
Coordination / On-site Management

PROJECT OVERVIEW:

Colour of Breath was created to officially launch Hathai Herb and introduce its new navy-blue Fresh Heart inhaler through an immersive brand experience at ICONCRAFT, ICONSIAM. I led the project from initial pitch through event execution, shaping the creative direction while coordinating production, partners, promotion, and on-site delivery.



Image courtesy of ICONCRAFT



01 — BRINGING THE BRAND TO LIFE

Developed the creative direction to translate Hathai Herb's identity into a physical experience, using colour, space, and interactive elements to create a memorable brand launch.



02 — EVENT EXPERIENCE

Designed the experience around the launch of Hathai Herb, creating interactive touchpoints that encouraged guests to explore the brand through colour, scent, and play.

03 — FROM PLAN TO PRODUCTION

Turned the creative direction into an executable plan, coordinating timelines, production, influencer kits, event design, and partners to keep the project moving from preparation to launch.



04 — ON-SITE EXECUTION

Worked closely with ICONCRAFT, the event design team, and marketing team throughout setup and event day, overseeing the final details and making sure the experience came together as planned.





An interactive quiz created as part of Colour of Breath event, inviting guests to answer a series of questions and discover which inhaler color best matches their mood and personality.

Designed as an engaging event activity, the experience encouraged guests to interact with the new product while creating a more personal connection with the brand.



SWEET HEART

Photoshoot

PROJECT TYPE:

Product Photoshoot · Product Visual Development

BRAND:

Hathai Herb

ROLE:

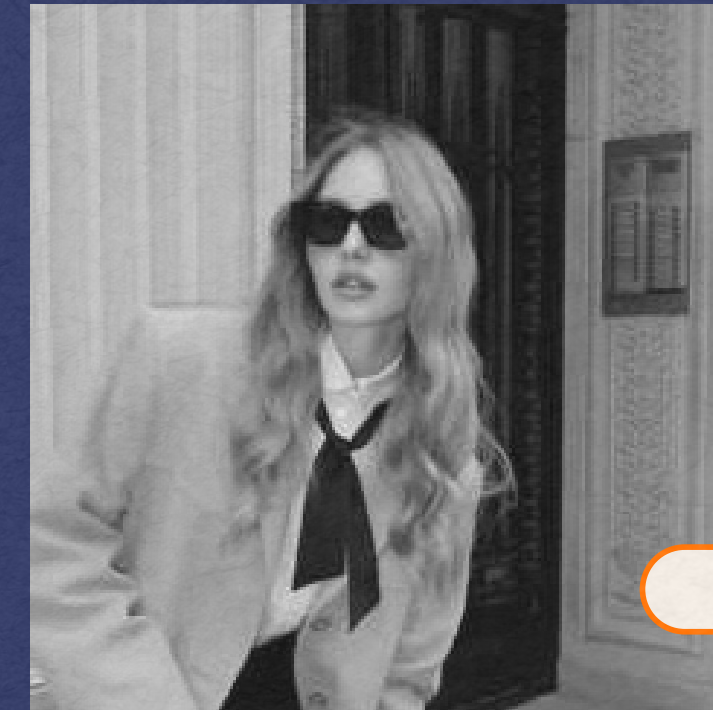
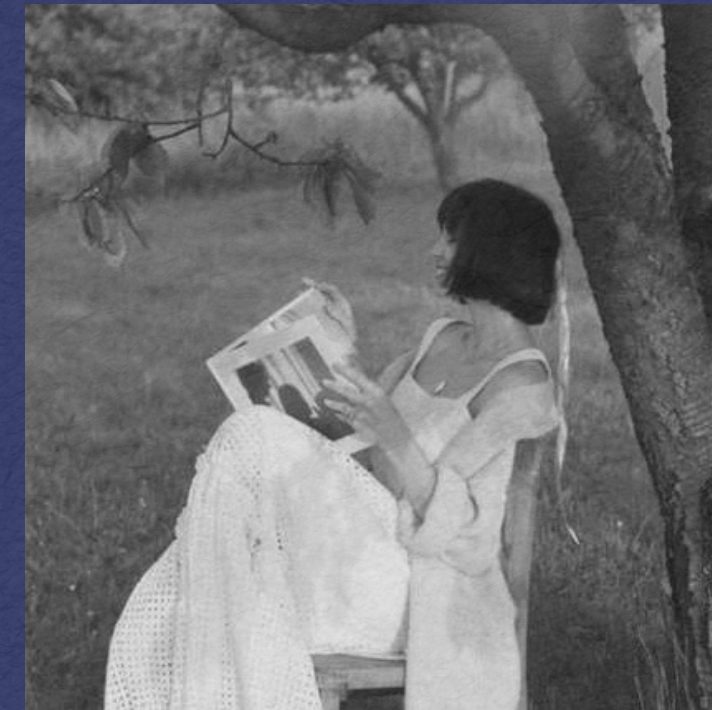
Creative Lead / Project Manager

SCOPE:

Concept Development / Art Direction / Location & Prop Sourcing / Set Styling
/ Model Styling / Visual Breakdown / Shot Planning / On-set Direction

PROJECT OVERVIEW:

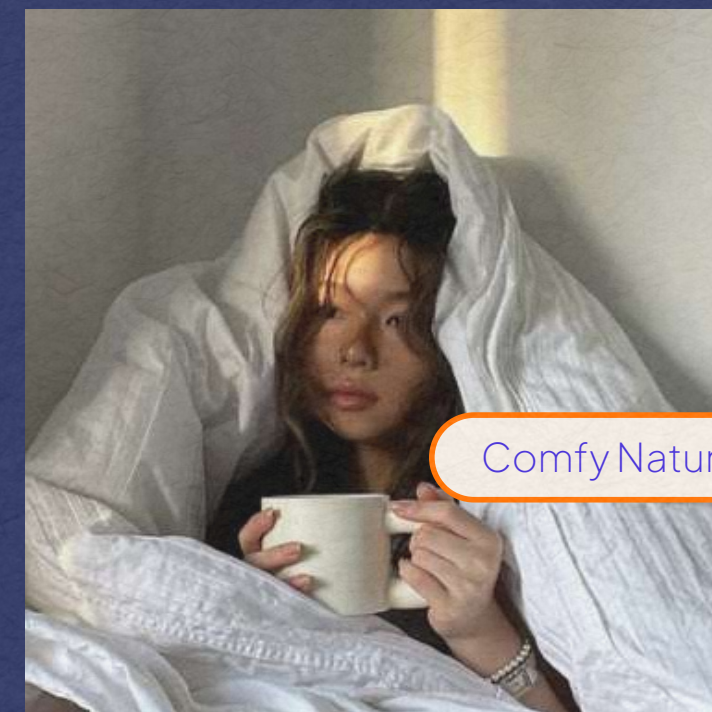
An evergreen photoshoot developed for Hathai Herb's upcoming Sweet Heart scent, creating a versatile visual library for use across the brand's communications throughout the year.



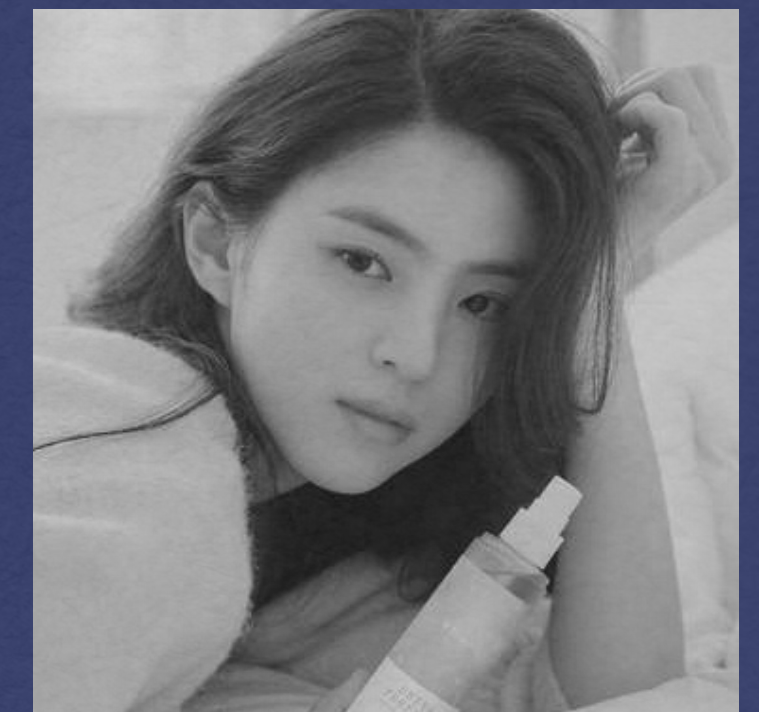
Sweet Coquette



Modern Soft Pastel



Comfy Natural Look



*Visual References / Creative Direction

CREATIVE DIRECTION:

“Your comfort bestie.”

Built around the idea of a familiar, comforting companion, translating Sweet Heart’s soft, refreshing character, stylish design, and natural ingredients into visual storytelling.

Developed six visual directions spanning relaxed home moments, nature-inspired settings, pastel fashion, coquette styling, and seasonal concepts such as Halloween and Christmas. Sketched room and prop compositions, then directed styling, wardrobe, props, and overall composition on set.



*Prop Setup Sketch for Halloween Photoshoot

*Selected behind-the-scenes visuals are shown prior to the product launch.

FRESH HEART

Photoshoot

PROJECT TYPE:

Product Photoshoot · Product Visual Development

BRAND:

Hathai Herb

ROLE:

Creative Lead / Project Manager

SCOPE:

Concept Development / Art Direction / Prop Sourcing / Set Styling /
Model Styling / Visual Breakdown / Shot Planning / On-set Direction

PROJECT OVERVIEW:

A product photoshoot developed for the launch of a herbal inhaler. The shoot explored three visual directions — working, fashion, natural, and Thai heritage — to create a versatile range of moods and everyday scenarios.

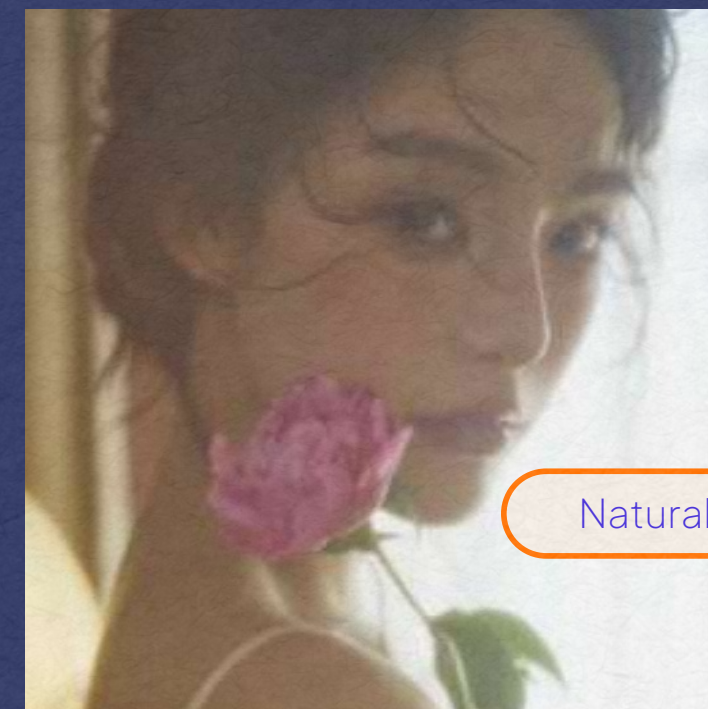
The imagery was designed to balance product visibility with lifestyle expression, showing how the inhaler can naturally fit into different moments, styles, and personalities.



Working Woman



Fashionista



Natural



Thai Heritage

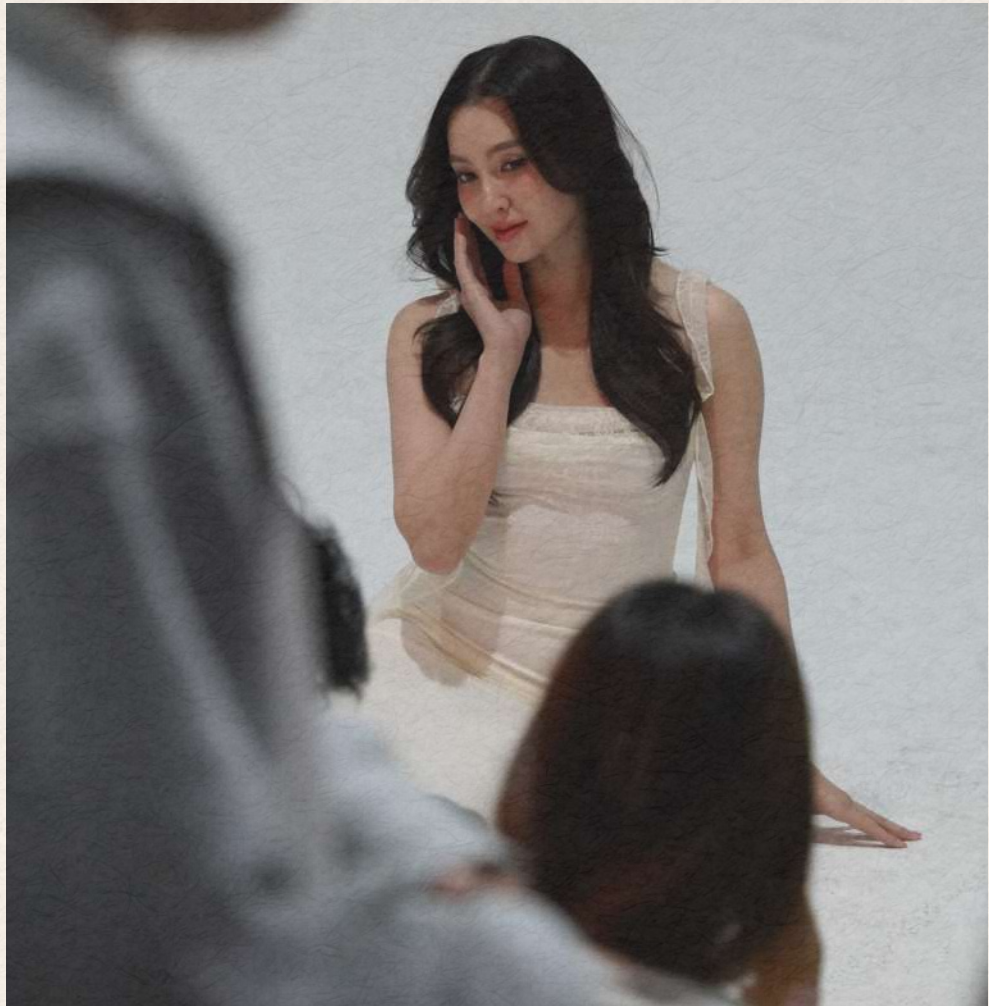


*Visual References / Creative Direction



CREATIVE DIRECTION:

Led visual styling and production direction, covering props, outfits, makeup coordination, scheduling, and on-set team management. Defined distinct personalities for each color — cool and confident blue, playful green, and soft, sweet pink — while keeping the styling adaptable across looks.



SAWASDEE SEOUL

Thai Festival

PROJECT TYPE:

Brand Launch · Experiential Event · Retail Activation

BRAND:

Hathai Herb

ROLE:

Creative / Project Lead

SCOPE:

Booth Design / Activity Design / Graphic Design / Prop Sourcing / Production Planning /
On-site Execution / Customer Engagement

PROJECT OVERVIEW:

An early public introduction for Hathai ahead of its official launch, developed closely with the co-founders across creative direction, production, and on-site execution.

CREATIVE DIRECTION:

Designed and produced an interactive booth for brand and product discovery, covering activities, graphics, props, and production planning. Adapted the setup for portability and independent installation in Seoul, while managing the booth and engaging with an international audience on-site.





ICHITAN

ReLife

PROJECT TYPE:

Campaign · Packaging Design & Activation

BRAND:

Mackcha

In collaboration with Ichitan

ROLE:

Creative Designer & Project Manager

SCOPE:

Campaign Concept / Art Direction / Bottle Design Direction /
Sketch Development / Client Coordination / Production Coordina-
tion / Brand Activation

PROJECT OVERVIEW:

Developed for Ichitan's ReLife initiative, the campaign encouraged bottle recycling through three flavors featuring Mackcha's Chalotte character. The campaign spanned bottle designs, BTS/MRT placements at Asok, a Chalotte balloon installation in Chiang Mai, and an interactive booth combining photo moments, bottle drop-off, and rewards.



01



02



03



CREATIVE DIRECTION:

Connected ReLife's recycling message with Chalotte and Whalwhaleasocean-inspiredrepresentativesofthesea.Developed the concept and sketches for three bottle designs, using water droplets in a recycling-inspired triangular form as a recurring visual element. Final illustrations were developed by the artist based on the creative direction.



Turning ideas into concepts, visuals, and experiences

02

CREATIVE

VESPARTE

He(art) Beat

PROJECT TYPE:

Brand Collaboration · Charity Campaign · Display Design

BRAND:

Hathai Herb

In collaboration with Vespa

ROLE:

Creative Designer / Art Director / Display Designer

SCOPE:

Creative Concept / Visual Direction / Artwork Direction / Display Design / Location Scouting / Prop Sourcing / Set Styling / On-site Setup

PROJECT OVERVIEW:

A charity collaboration between Mackcha and Vespa to raise funds for the Cardiac Children Foundation of Thailand. The project involved developing the creative concept and visual direction, overseeing the artwork direction for the custom Vespa, designing the display stand, and preparing the promotional shoot through location scouting, prop sourcing, set styling, and on-site setup.



Image courtesy of Vespa Thailand



CREATIVE DIRECTION:

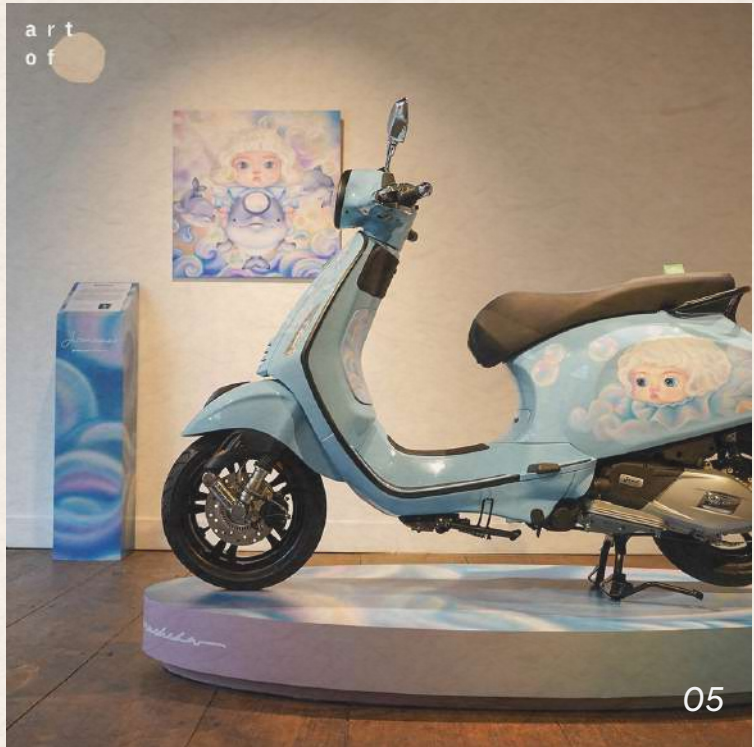
Lomespa - Bringing hope up from the deepest place

The concept connected Vespa's spirit of freedom and new experiences with He(art)beat for Children, supporting the Cardiac Children Foundation of Thailand. Mackcha's Chalotte was reimagined to represent children with heart disease, with dolphins, bubbles, and sunlight symbolising support, healing, new beginnings, freedom, and hope.

FROM CONCEPT TO EXECUTION:

Developed a custom Vespa display, adapting the setup to the exhibition space and site constraints. Led location scouting, prop sourcing, and set styling for the artist's promotional shoot, in collaboration with the Vespa photography team.





NESPRESSO

Me Moment

PROJECT TYPE:

Brand Collaboration · Event Experience · Spatial Design

BRAND:

Mackcha
In collaboration with Nespresso

ROLE:

Creative Designer / Art Director / Spatial Designer

SCOPE:

Creative Concept · Experience Design / Spatial Direction / Character Direction / Display Design / Retail Display Adaptation

PROJECT OVERVIEW:

Developed the “me time” concept for Nespresso ME MOMENTS, a collaboration with Mackcha celebrating Nespresso Thailand’s 9th anniversary. Inspired by a quiet morning by the sea, the concept extended into retail displays across Nespresso stores.

CREATIVE DIRECTION:

Inspired by the calm feeling of a morning by the sea, Charlotte was placed throughout the space in three moments — welcoming, guiding, and enjoying her own coffee moment — connecting her world with the idea of taking time for yourself.



WHALEMADE FACTORY

Launch Film

PROJECT TYPE:

Brand Film · Animation

BRAND:

Mackcha

ROLE:

Creative Lead

SCOPE:

Concept Development / Storyboarding / Visual Direction / Creative Brief / Animation Direction

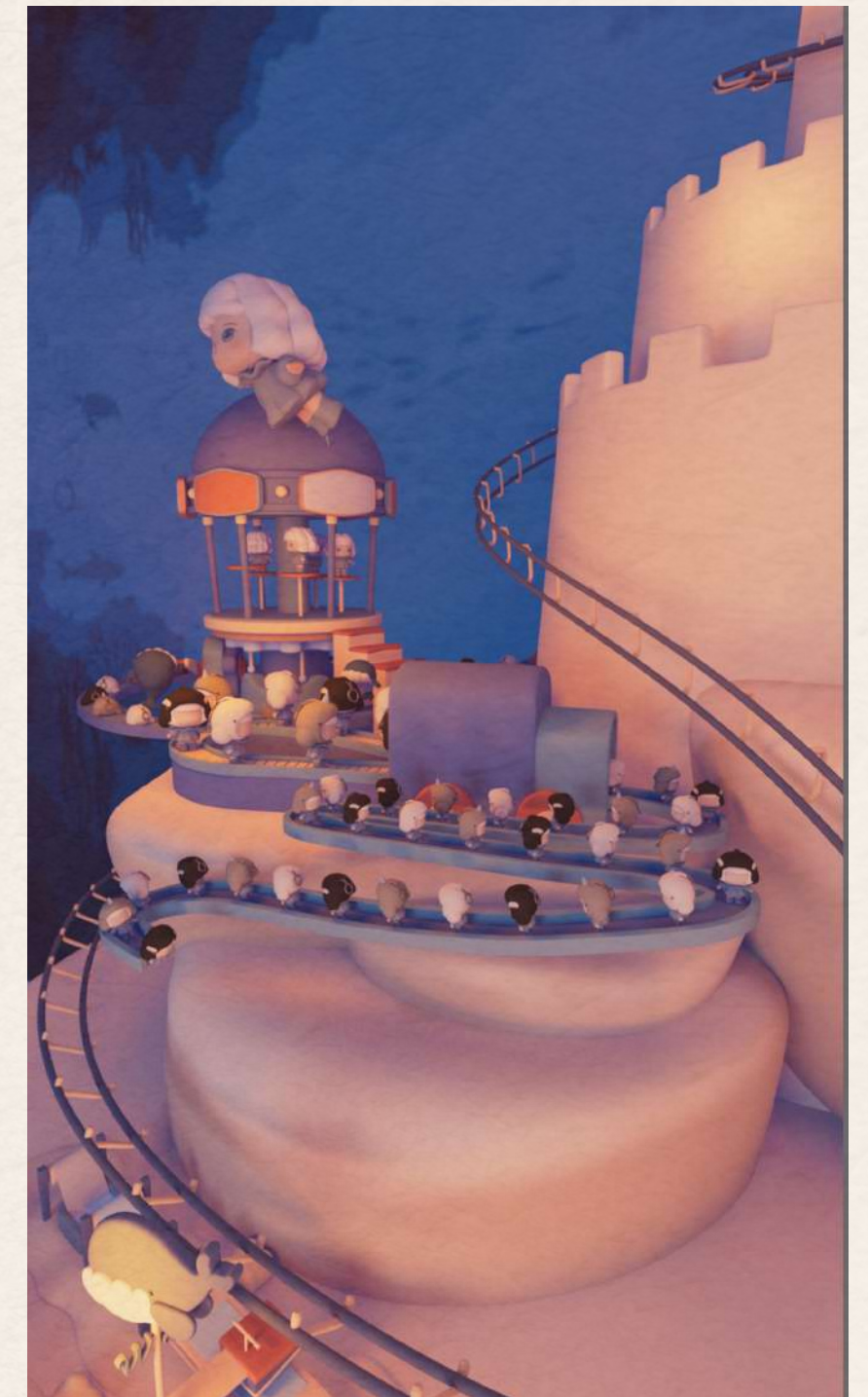
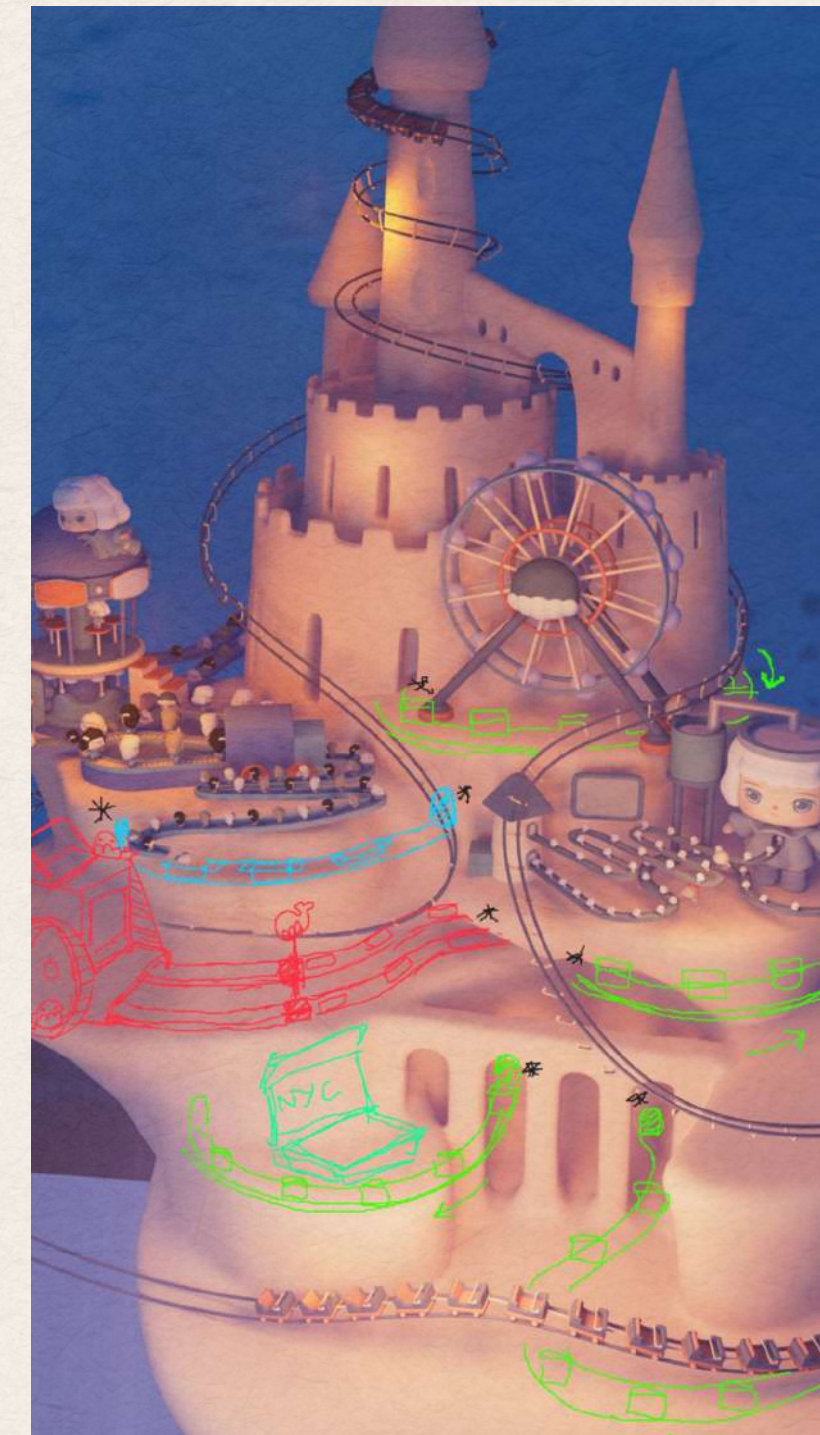
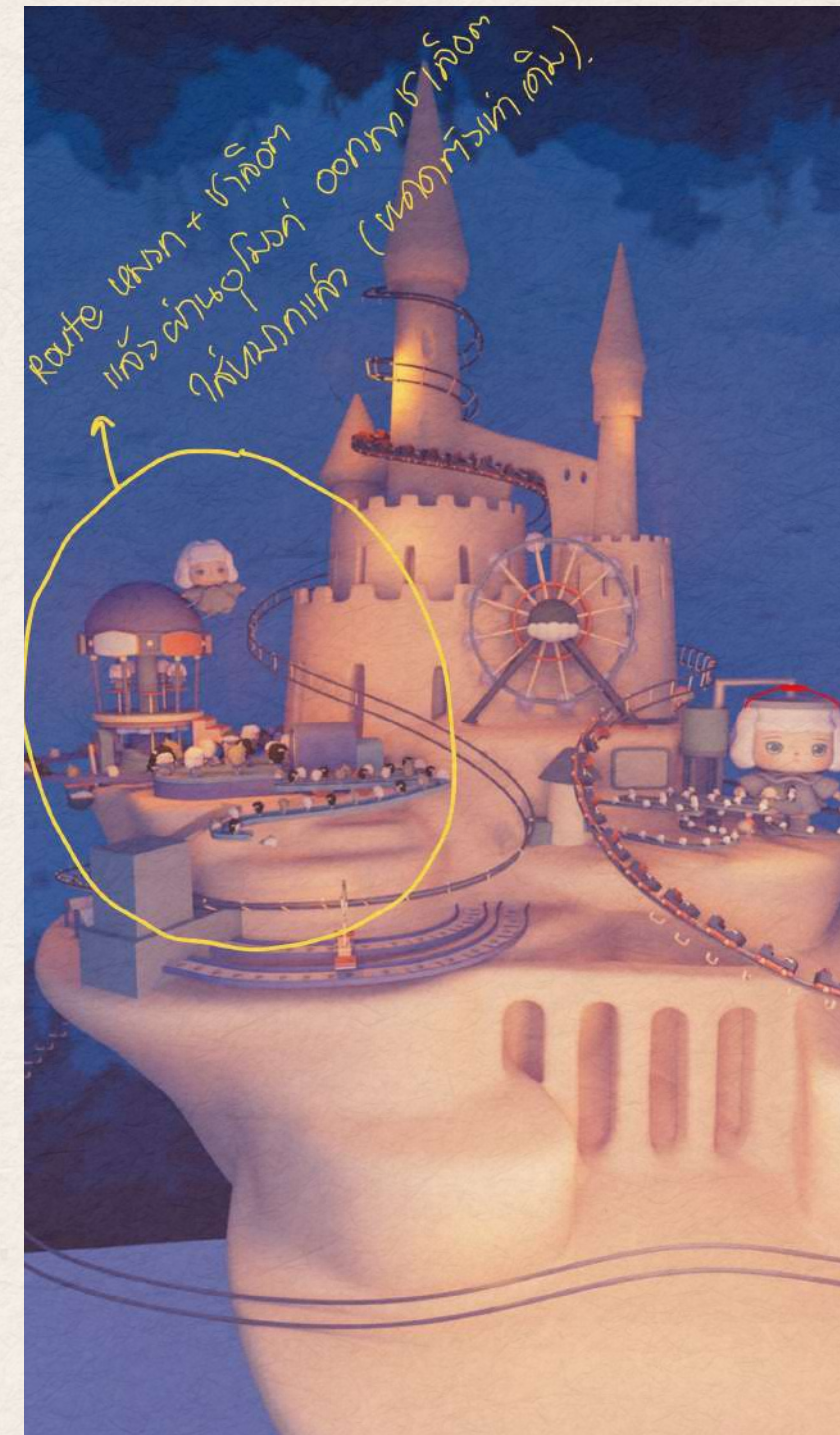
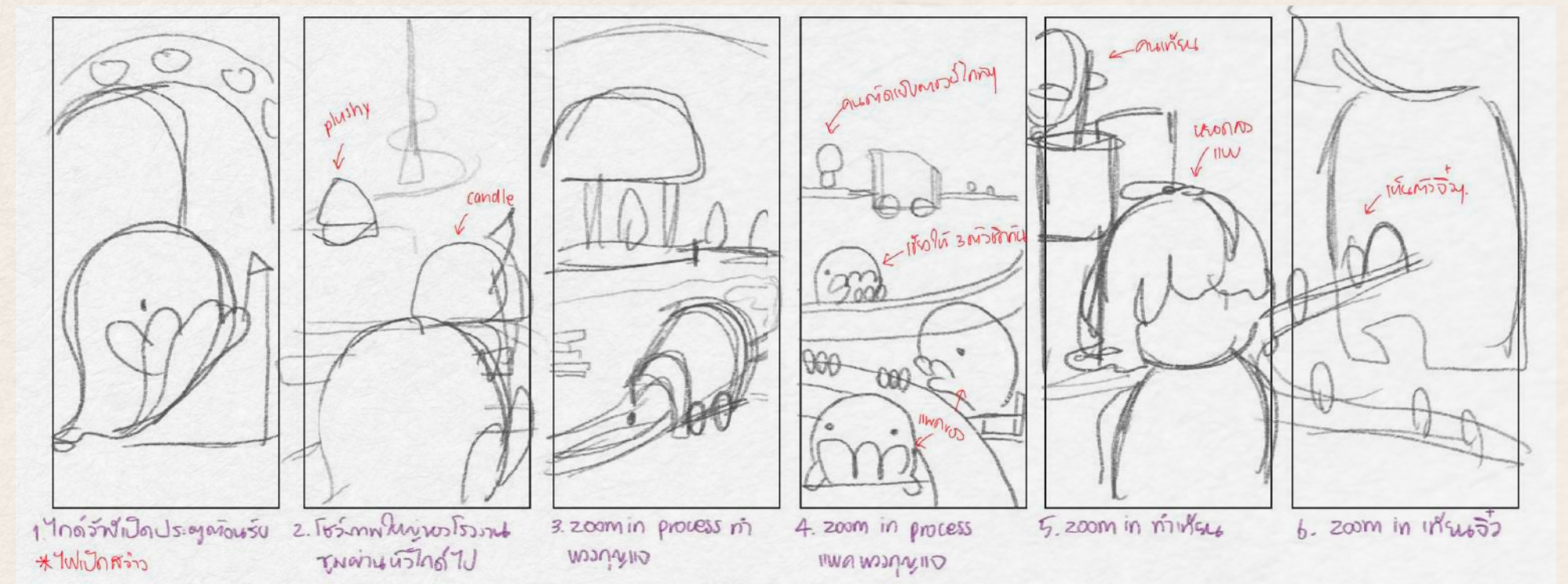
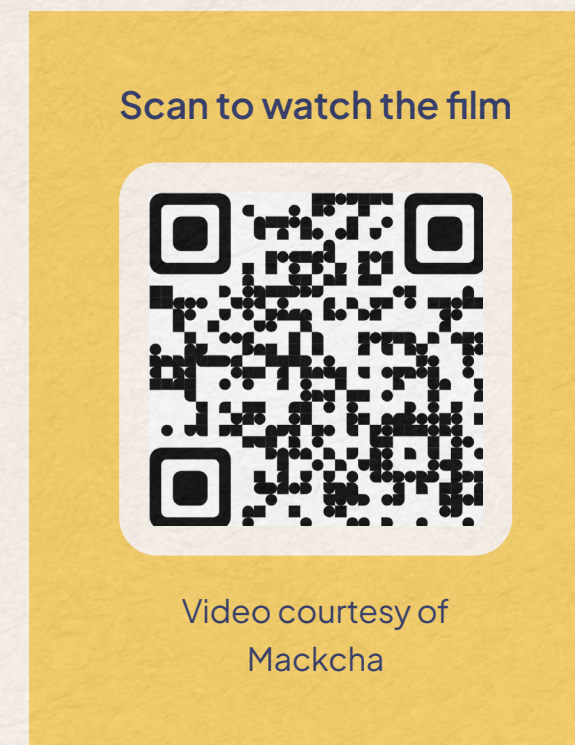
PROJECT OVERVIEW:

A launch video created to introduce Whalemade Factory and its new store. I developed the concept and visual story, translating the brand into a short animated piece that could introduce the space and its character.

CREATIVE DIRECTION:

I developed the concept, sketched the key scenes, and built the storyboard to define the visual flow and storytelling. I then briefed and worked closely with the animator, discussing the scenes, movement, and overall direction throughout production.

From sketch to screen



03

PROJECT MANAGEMENT

SEALIFE BANGKOK

Sea of Reflections

PROJECT TYPE:

Art Exhibition / Brand Collaboration / Experience Design

BRAND:

Mackcha
In collaboration with Sealife Bangkok

ROLE:

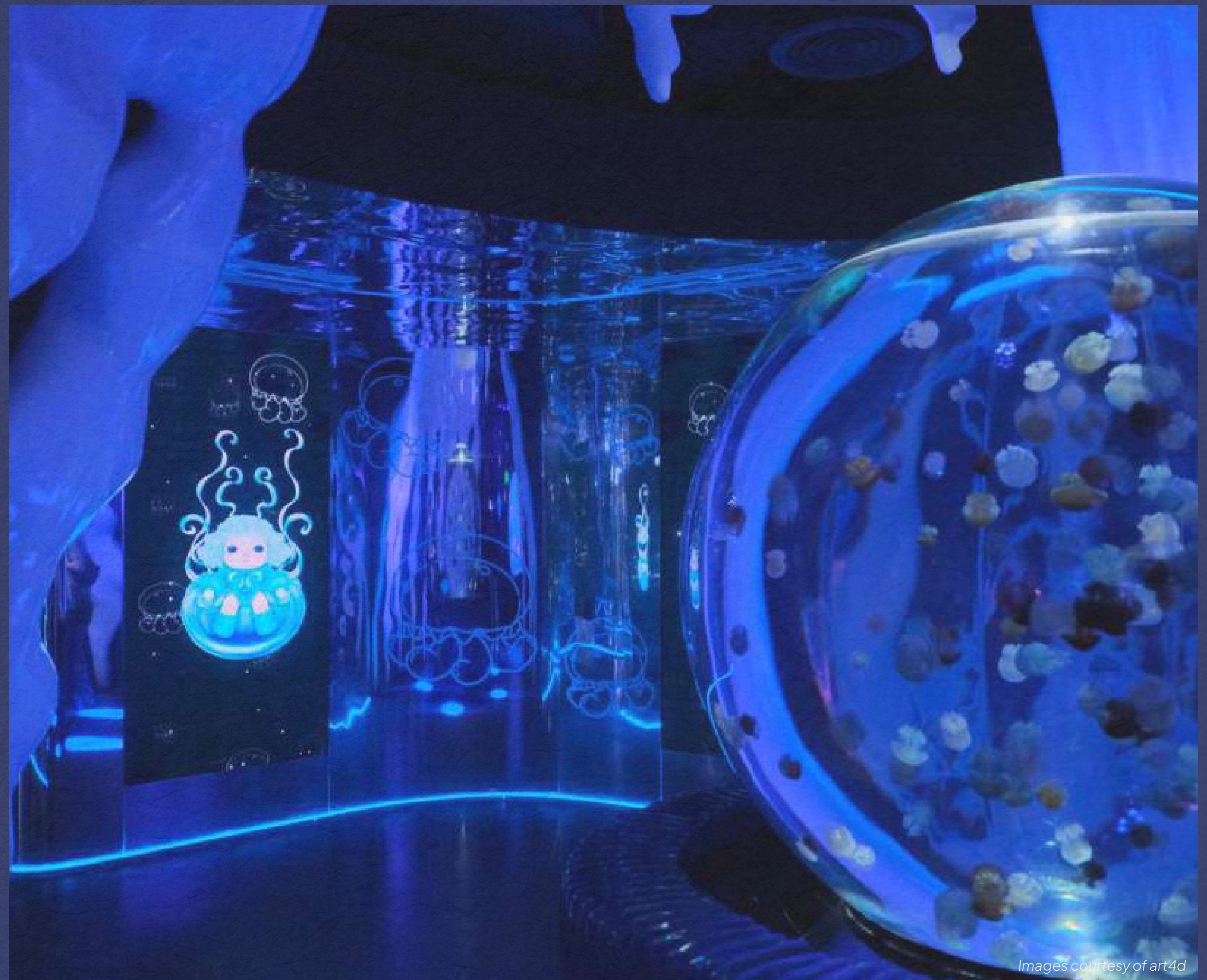
Creative Lead → Project Manager

SCOPE:

Creative Development / Project Management / Artist & Animation Coordination /
Experience Design / Production & Installation

PROJECT OVERVIEW:

Extended Deep in Mind Sea into physical aquarium experiences through a SEA LIFE Bangkok x Mackcha collaboration. Developed the initial creative direction, then transitioned into Project Manager, coordinating cross-functional teams while continuing to support key creative decisions.

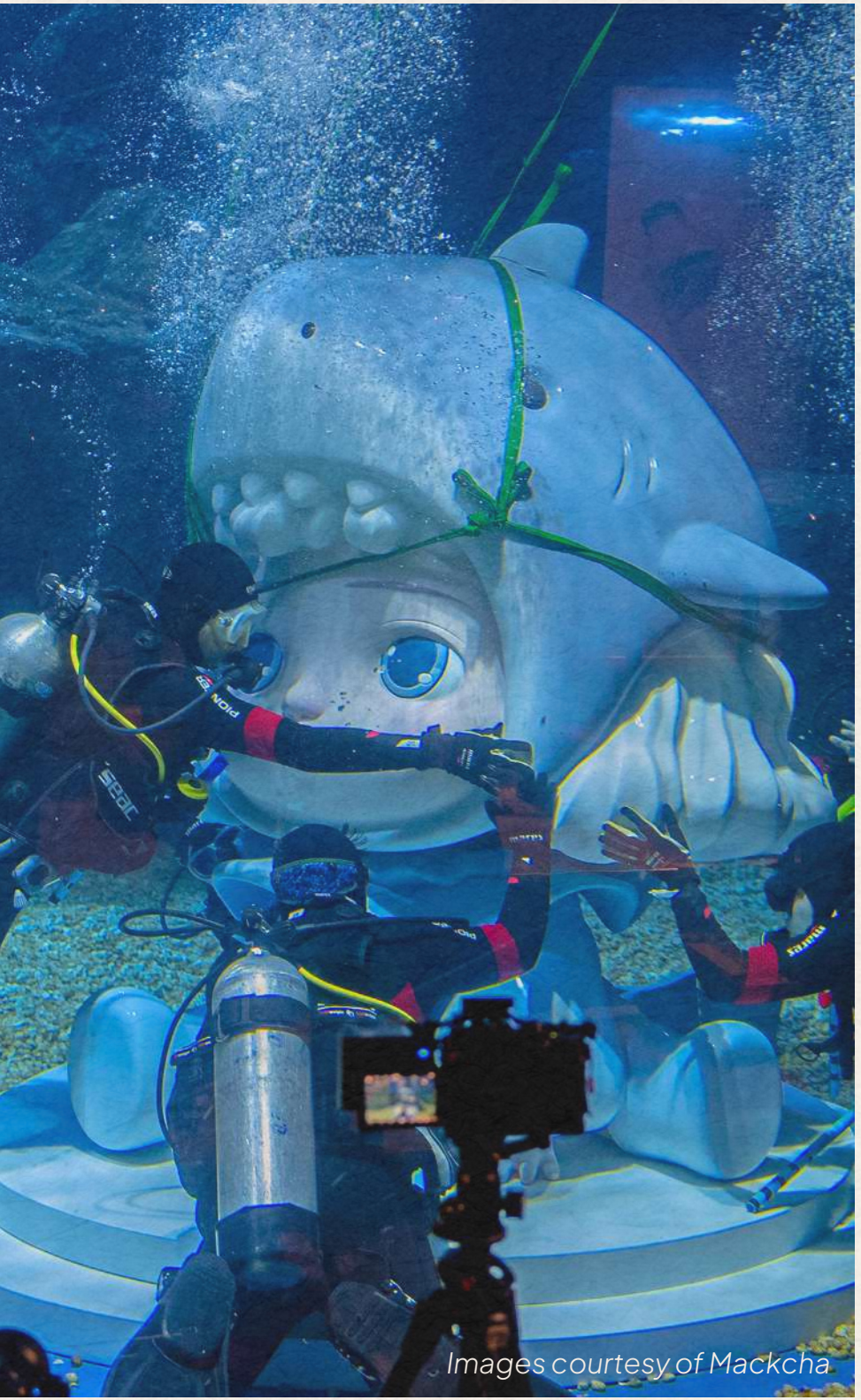


Images courtesy of art4d



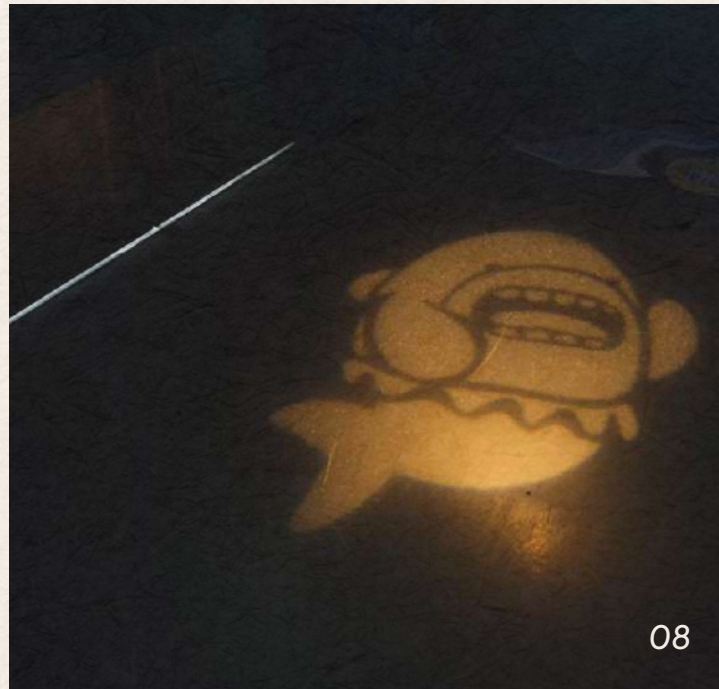
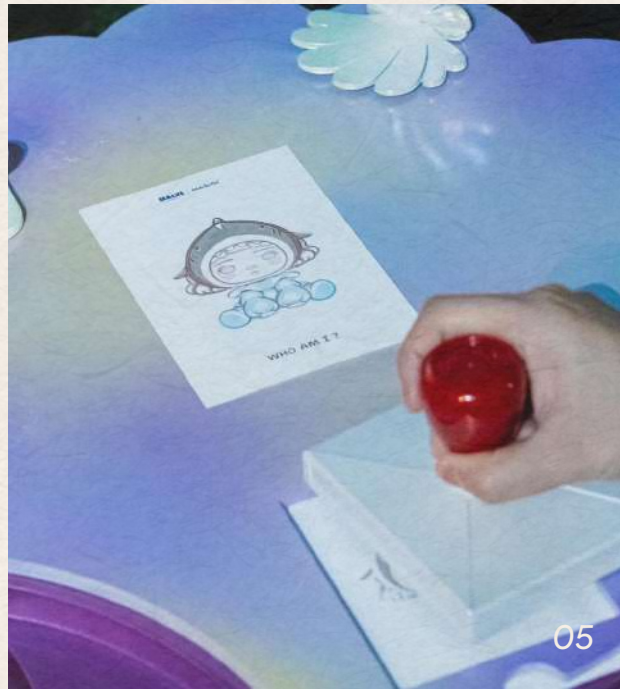
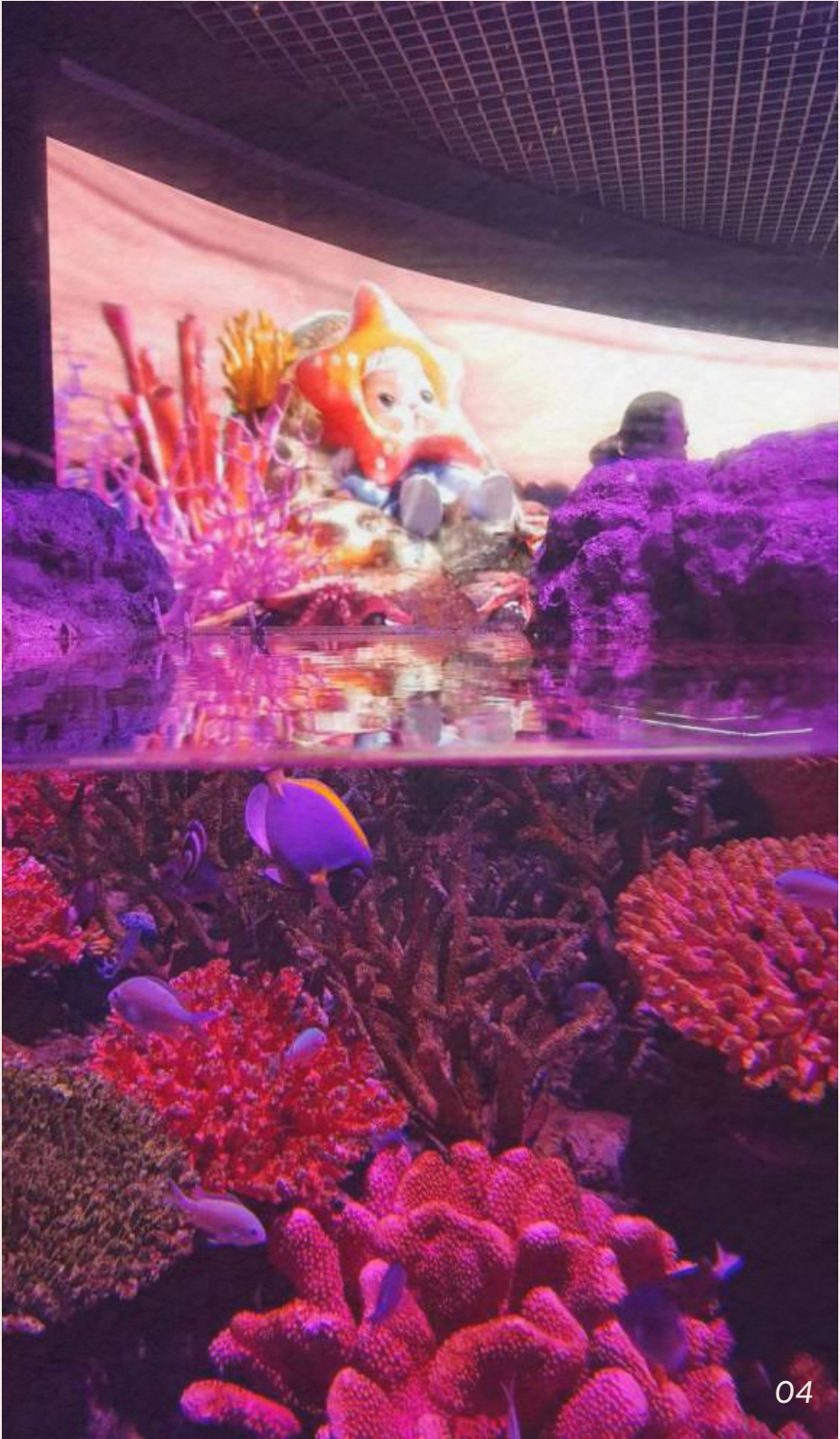
FROM CONCEPT TO EXECUTION:

Managed diverse workstreams from underwater sculptures and aquarium graphics to environmental wraps and digital displays, coordinating timelines, teams, and creative alignment across interactive, animation, installation, and merchandise.



CREATIVE DIRECTION:

Sea of Reflections brought Mackcha's painted world into SEA LIFE Bangkok through sculptures, installations, and interactive experiences. A Chalotte aquarium sculpture and treasure hunt with maps, stamps, and positive-word puzzles turned the search for "treasure" into a playful journey of self-discovery, extended through animation, digital displays, environmental graphics, and merchandise.



TRUE DIGITAL PARK

Imaginary Woods

PROJECT TYPE:

Art Exhibition / Brand Collaboration

BRAND:

Mackcha
In collaboration with True Digital Park

ROLE:

Project Manager

SCOPE:

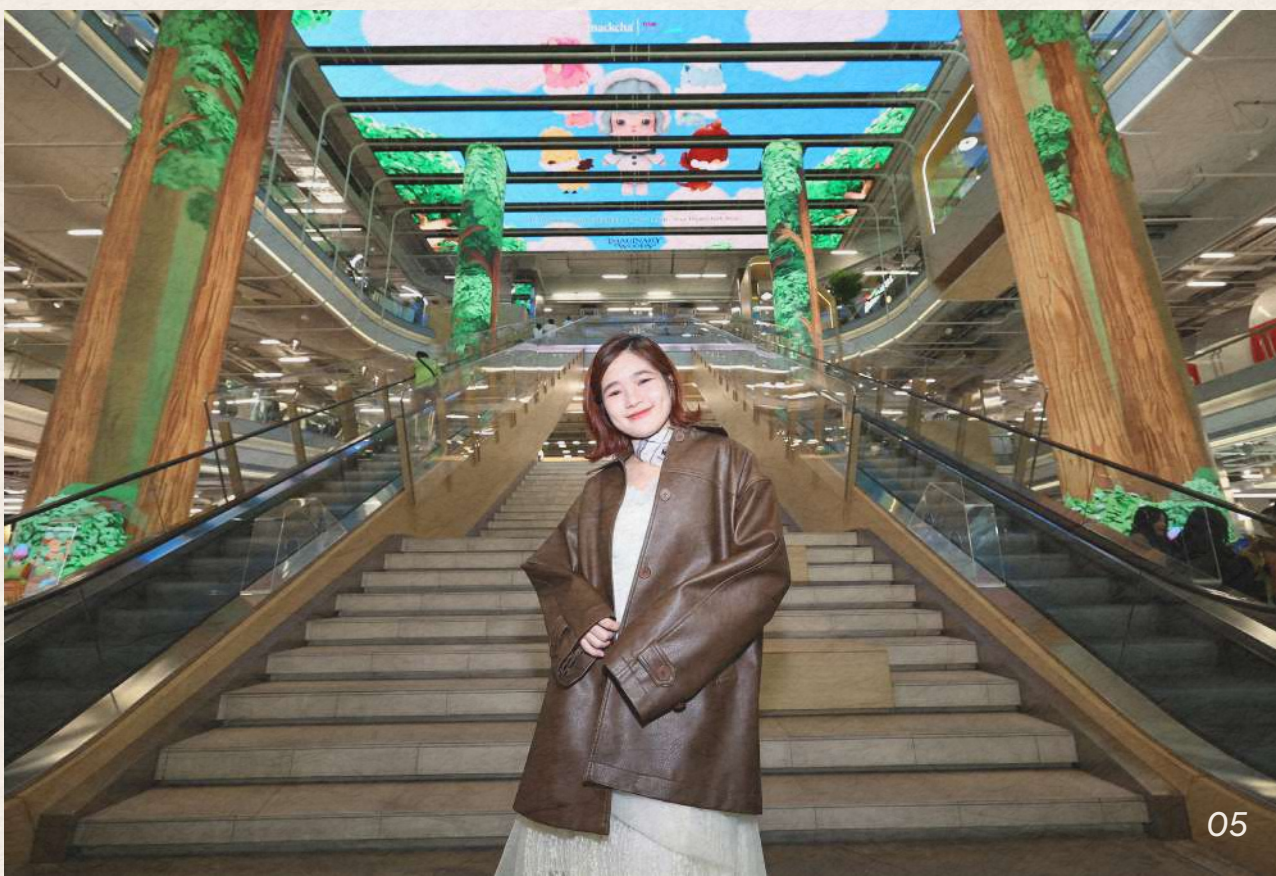
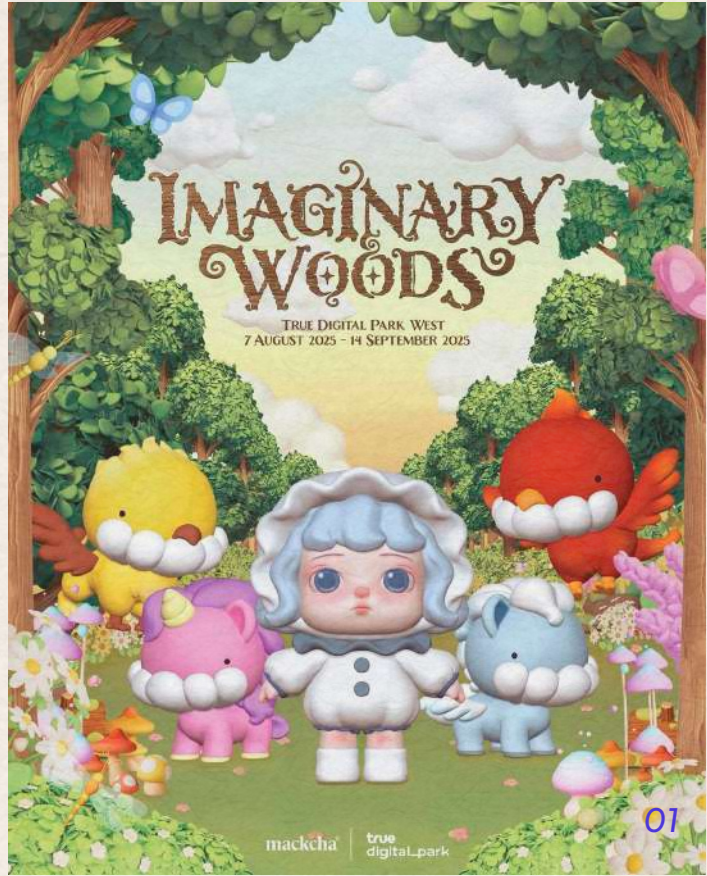
Project Management / Artist & Stakeholder Coordination / Timeline Planning / Production / Creative Support / Pop-up Store / Environmental Graphics

PROJECT OVERVIEW:

Reimagined Charlotte's underwater world as a forest for a True Digital Park x Mackcha collaboration, with four mythical creatures representing the building's four seasons. Managed cross-team coordination, timelines, and execution across LED screens, a pop-up store, and environmental graphics.



Images courtesy of Mackcha



PRIMA GOLD

Golden Collection

PROJECT TYPE:

Brand Collaboration / Product Development

BRAND:

Mackcha
In collaboration with Prima Gold

ROLE:

Project Manager

SCOPE:

Project Coordination / Client & Artist Coordination / Artwork Proofing / Production Follow-up /
Quality & Delivery

PROJECT OVERVIEW:

Transformed existing artworks into a jewelry collection through a Prima Gold x artist collaboration. As Project Manager, coordinated client, artist, internal, and production teams from artwork proofing through production and final delivery for the launch at Central Chidlom.



Designing spaces and experiences people can step into

04

SPACE & EXPERIENCE

INSTALLATION DISPLAY

Twist & Fork

A custom retail shelf display designed for Hatha Herb, developed to make the brand and products stand out within a limited retail space. I designed the shelf layout, planned product and signage placement, and developed custom acrylic lightboxes to add lighting and enhance product visibility. I also managed the production and personally handled the installation, taking the display from design through to final execution.

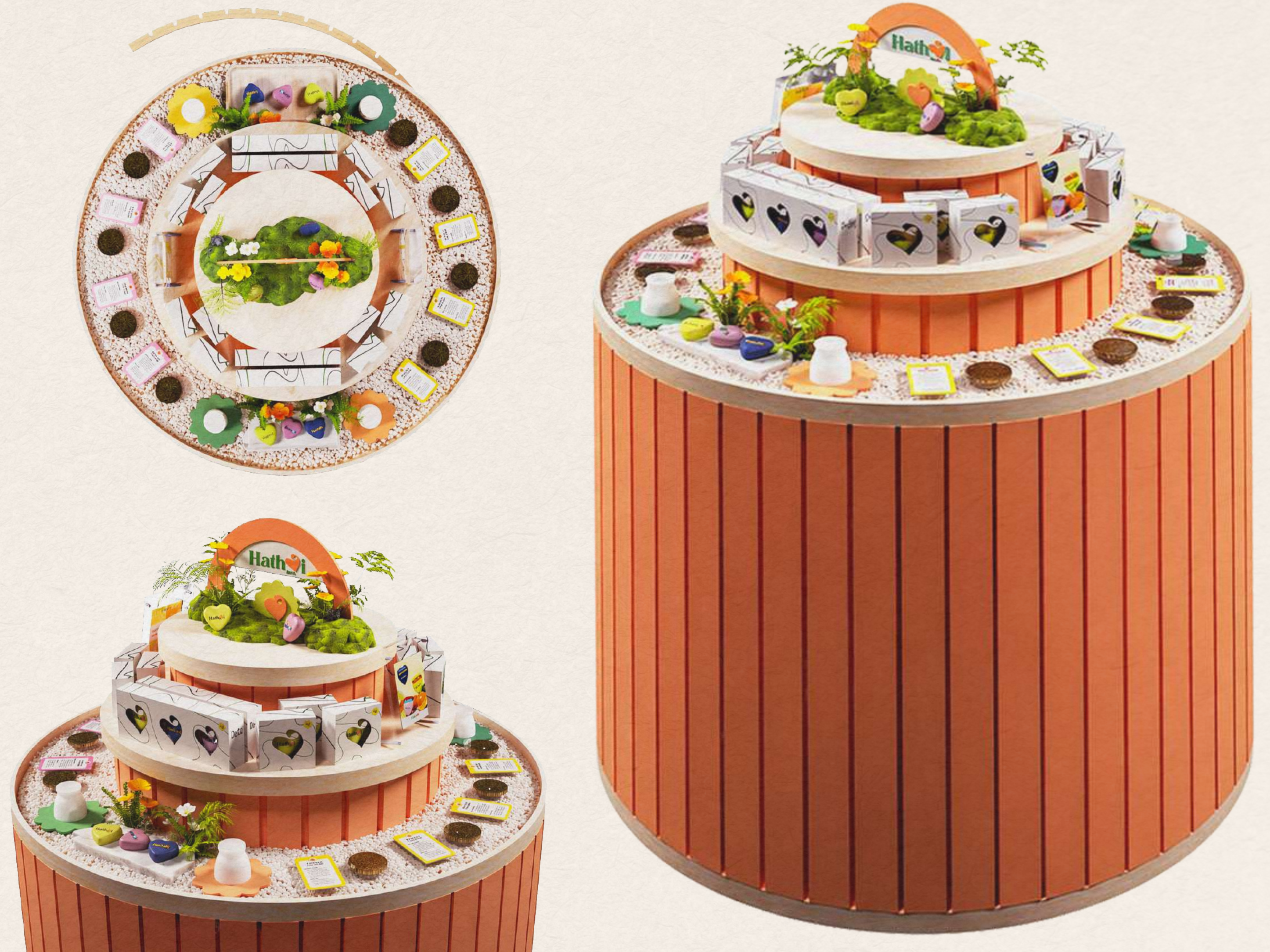


INSTALLATION DISPLAY

Hathai Herb

Designed a 360-degree retail display for Hathai Herb, translating the brand's visual identity into a distinctive circular form for use across multiple retail locations, including Siam Center, Siam Discovery, and One Bangkok.

The display combines product presentation with brand storytelling, featuring key herbs used in the inhaler around the structure, while the circular form allows products to be viewed from all sides. The shelving was also designed with integrated storage space inside for practical use. I handled the design, production, and installation, balancing visual impact, functionality, and cost-efficient production.



INSTALLATION DISPLAY

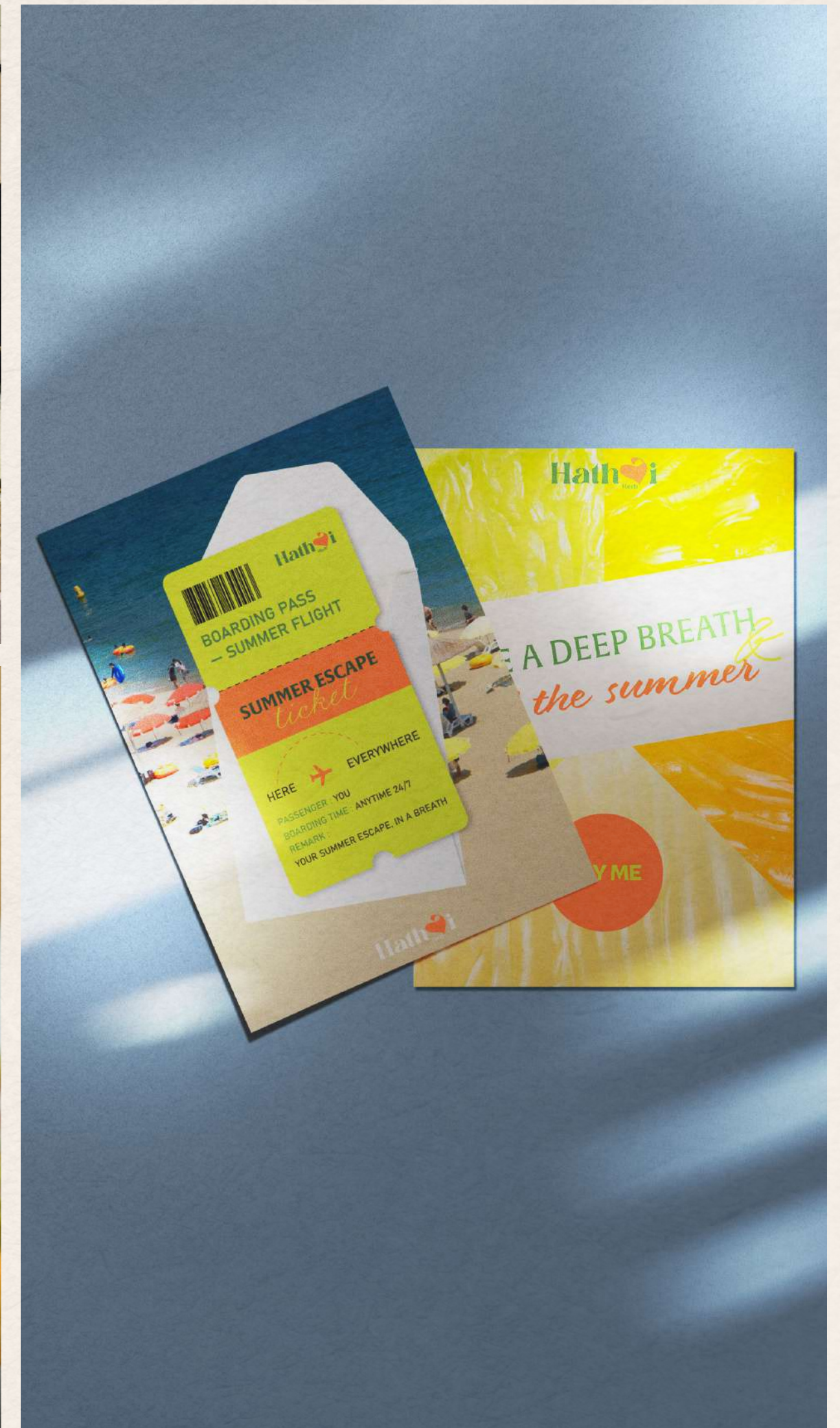
Colour of T-Beauty

Repurposed existing shelves and display elements from Hathai Herb's brand launch events for use in collaborative events with other brands. I planned the placement of each display, product, and decorative element to make the most of the available space while keeping visitor flow clear and comfortable. The layout was designed to support both product browsing and campaign activities, ensuring the space remained functional and easy to navigate throughout the event.



POSM & DISPLAY *Design*

A brand activation for Hathai Herb at “ELLE Summer Vacation – Fashion, Fun & Freedom”. I arranged and styled the products within the provided kiosk, designed supporting POSM to complement the event theme, and coordinated the on-site setup to create a cohesive and visually engaging display.



PRIVATE OFFICE

Layout Design



An 80 sqm office designed for a financial company with a team of 8-10 people. The layout was planned around a clear, organized, and functional approach, with dedicated zones for reception, content creation, work, and relaxation.

Under the concept “Industrial Intelligence,” the design focused on functionality and adaptability, allowing spaces and furniture to be easily adjusted for changing needs in the future while maintaining a sharp and structured overall aesthetic.



PRIVATE GARDEN

Project Coordinator

A residential garden project for a Malaysian client, designed around a new home with an ice bath, sauna, and a small play area for their child and dog. I coordinated with the landscape designer and presented the design to the client, acting as the main point of communication throughout the project.



BAAN NAM KHAENG SAI

Landscape Architecture

A garden renovation for a 50-year-old house where soil around the building had significantly settled, creating gaps beneath the structure and becoming a potential safety issue. The design combined a more functional and cohesive garden with practical solutions to address the existing site condition.



WAT MARP JAN

Landscape Architecture

A volunteer landscape project to renovate the surrounding grounds of a Buddhist site in Rayong. The challenging hillside terrain and steep slopes required careful consideration of the existing site conditions when developing the landscape design.



Work that sits outside the usual categories

05

OTHER PROJECTS

SOCIAL MEDIA CONTENT

Graphic Design

PROJECT TYPE:

Product Visual Development

BRAND:

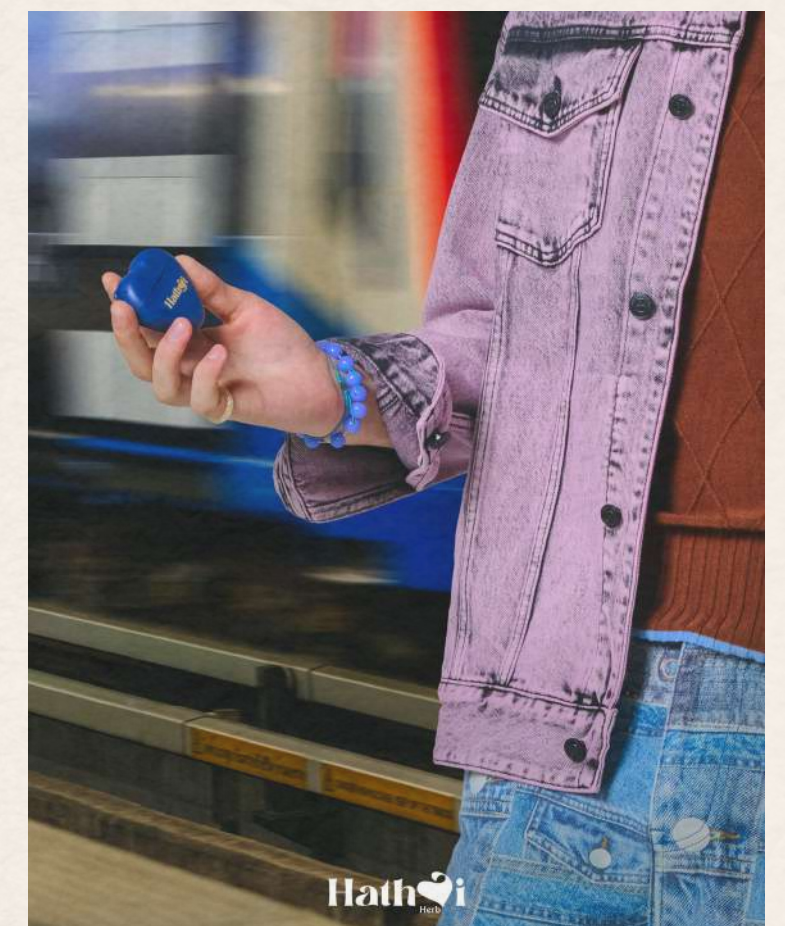
Hathai Herb

ROLE:

Art Director / Visual Designer

SCOPE:

Photo Compositing / Retouching / Background Creation /
Image Editing



3D VISUAL *Graphic Design*

PROJECT TYPE:

Product Visualization

BRAND:

Hathai Herb

ROLE:

3D Art Director / Visual Designer

SCOPE:

Product Styling / Composition / Lighting / Rendering



GOT ANY
PROJECTS
IN MIND ?

LET'S

TALK!

PASSORN
PRANPANICHLERT
(NEKO)

Email: nk.passorn@gmail.com
Tel: +66615199416
Instagram: [nnn.e](https://www.instagram.com/nnn.e)