



Natthaweth Suramaneewong

Creative Designer | Specializing in Art Direction

Professional Summary

Graphic & Web Designer with 19+ years of experience across 2D/3D design, motion graphics, video, UI/UX, web design, and Generative AI.

Currently focused on **Art Direction** and **Visual Direction**, with Strategic Case Studies and Real Client Projects demonstrating my approach from **Concept → Visual Direction → Visual System → Execution**.

Core Creative Competencies

- **Visual & Brand Direction:** Define visual direction and mood/tone of media; develop Concept Development and Visual System Design aligned with brand strategy; Creative Decision-Making demonstrated through strategic Case Studies
- **Graphic Design, 3D & Motion Production:** Design online and print media (infographics, product labels, posters) and 3D rendering / product mockups in Blender, plus produce and edit corporate promotional videos and motion graphics
- **Web & UI/UX Development:** Design and develop websites (WordPress, PHP, HTML/CSS, Bootstrap) and user interfaces in Figma
- **AI-Powered Creative Tools:** Apply Generative AI for creative work through prompt engineering for image, video, and music generation, plus data synthesis with NotebookLM

Art Direction Case Study

- **NEO-LITE ZERO — Commercial Spec Campaign:** Defined a Dual-World Contrast visual concept and directed a unified DNA across media (Key Visual, Motion)
View Detail: [NEO-LITE ZERO Project](#)
- **JUSTIFIED — International Design Awards:** Developed a Visual Identity under the concept “Every Stroke Has a Reason,” building a Typography system and Visual Guideline from Concept through Execution
View Detail: [JUSTIFIED Project](#)
- **Brand Consistency in Practice — Real Client Projects:** Extended brand identity for 3 real clients (education, beauty, restaurant) across multiple print formats, with color and layout decisions grounded in cultural context and audience insight
View Detail: [REAL CLIENT Project](#)
- **Design Within Regulation — Pharmaceutical Packaging:** Designed pharmaceutical labels and packaging compliant with Thai FDA standards under strict space constraints, with a color-coding system tied to each formula's therapeutic use
View Detail: [Design Within Regulation](#)

Contact

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Certificates & Education

- **Intensive Facebook Ads:** Startup Now (2026)
- **AI Content Workshop Course:** ZenityX (2025)
- **Basic Prompt Engineering:** Mahidol University (2025)
- **Professional Video Editing with Adobe Premiere Pro:** Future Skill (2023)
- **2D Animation with Adobe Character Animator:** Future Skill (2023)
- **Infographic & Poster Design for Online Selling:** Future Skill (2023)



Bachelor of Science
(Computer Science) | Suan Dusit
Rajabhat University
(Graduated 2003)

Technical Toolbox

- **Design & 3D:** Photoshop, Illustrator, Canva, Piktochart, Blender (3D), Figma
- **Video & Animation:** Premiere Pro, CapCut, Adobe Character Animator
- **AI Tools:** NotebookLM, ChatGPT, Gemini, Meta AI, Kling AI, Suno (Music), Grok
- **Web & Tech:** WordPress, PHP, MySQL, Bootstrap, HTML, CSS, JavaScript, VS Code, Plesk
- **Digital Tools:** Meta Business Suite, Google Analytics, Google Search Console, ETSY shop manage

Creative Portfolio



natthaweth.artpolycut.com/en

Professional Experience



June 2025 – Present | **Graphic Design**

Grand Pharma Co., Ltd. (Pharmaceutical Manufacturer & Distributor)

- **Multimedia & Branding Strategy:** Directed and designed the company's overall creative media, spanning online media (Facebook infographics, ad banners) and offline media (promotional signage, floor plans, and display materials)
- **Regulated Packaging Design:** Designed pharmaceutical labels and packaging compliant with Thai FDA standards — including active ingredients, warnings, and usage instructions — within strict space constraints, while maintaining both readability and brand visual quality.
- **Video Production:** Edited and produced corporate promotional videos, product presentation media, and motion graphics to strengthen brand image
- **Digital Campaign Design:** Created visual content and social media ad campaigns (Meta Business Ads) while overseeing the design of the company's sub-websites for cross-channel consistency



August 2015 – March 2023 | **Web Programmer**

Sustainable Luxury Co., Ltd. (Six Senses Hotels & Resorts Group)

- **High-End Photo & Motion Direction:** Worked closely with the Art Director on photo retouching for properties and luxury products, plus motion graphic video production, ensuring compliance with international **Six Senses Brand Guidelines**
- **Creative Web & Responsive Design:** Designed and developed sub-websites and event landing pages, and built HTML email campaign systems optimized for all devices



July 2011 – August 2015 | **Web Developer & Graphic Design**

Toyota Nonthaburi Co., Ltd. (Automobile Dealership)

- **Team Leadership:** Led a small 2-person team overseeing website content and code updates, reviewing and approving original, SEO-focused content before every publication
- **Visual & Print Design:** Planned visual content for the Facebook page and designed print promotional materials (posters, flyers, brochures), coordinating directly with the print house on quality control
- **Web Design & SEO Operations:** Designed the interface and developed the company's main website, structured SEO, and analyzed website traffic
- **Event Visual Support:** Produced promotional video media and planned print material layouts for marketing event booths



June 2007 – June 2011 | **Web Developer & Graphic Designer**

Isuzu Nakornluang Co., Ltd. (Automobile Dealership)

- **Web & Graphic Pioneering:** Pioneered the design and development of the company's main website, alongside online and print promotional graphics
- **Marketing Design Support:** Produced media supporting sales promotion activities and assisted with promotional material layout at marketing event booths

Soft Skills

- **Lifelong Learning & Tech Adaptability:** An agile learner with a strong passion for continuous learning, quickly adapting to new technologies and tools.
- **Effective Coordination:** Excellent coordination skills across outsource vendors, print houses, hosting providers, and event logistics.
- **Analytical & Data-Driven:** Leverages data insights (Google Analytics) to inform decisions and drive continuous quality improvement.

Banner

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 รับนักเรียนอายุ 12 ปีขึ้นไป
 สนใจติดต่อ แผนก English Program โทร. 02-8079555 ต่อ 701 หรือ 702

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 เพียง **3.2** ล้านบาท

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 ซูเปอร์ แพลททินัม ใหม่! เดย์
 ณ อีซูมิตีแมคซ์ อีซูมิตี
 วันเสาร์ที่ 17 ตุลาคม 2552

กระเพาะปลาสดตัวจิ๋ว เจ้าเก่าเจ้ากร
กระเพาะปลาเจ้าจิ้ม
 ร่มท่ากระเพาะปลาสดตัวจิ๋ว ส่งฟรี
 Ins. 02-5944820, 084-7079676

Poster

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 สมัครก่อน 31 มกราคม 2552
 รับนักเรียนอายุ 12 ปีขึ้นไป
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Business Card

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Web design

