

PONPISA VONGSASURARIT

Digital producer with art direction background

T: +66 (0)81 930 3110
E: ema.ponpisa@gmail.com

SKILL SET

Over 7 years' experience in various roles within the design industry, I have broadened my skills and knowledge to include **project management, user experience design and programming experience.**

- Responsive web design, Mobile app, Graphic design, Web development, SEO, Usability consulting, Content strategy, Email marketing and Social media
 - Project management and Customer service
 - **Tools:** Figma, Illustrator, Photoshop, InDesign, HTML/CSS
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RECENT WORK EXPERIENCE

2014 - Present

Emaley Studio

Co-founder / Designer / Artisan

Emaley is a two-person handmade goods online business offering fun and inspiring iPhone cases through its independent website (emaley.com). All products are designed by me and each item is produced meticulously by hand.

My goal is to bring the happy and fresh design inspired by the surroundings from everyday life, animals, nature, children, the countries I have travelled to, my love for colors and my sense of humor through my products.

Tasks & Responsibilities:

- **Product Creation**
Design, source and order the materials, make products, manage inventory, pack and do a post office run
- **Marketing and Sales**
Photograph, build a web presence through social media, create marketing materials (logo, business cards, stationery and website), run wholesale business and maintain the website
- **Customer Service**
Catch up with emails and inquiries and follow-ups concerning product delivery and quality issues

2008 - 2014 | Bangkok

Lotus Agency Asia

Art Director / Digital Producer

Lotus Agency Asia is an Australian-owned design agency with offices in Melbourne, Bangkok and Ho Chi Minh, specialising in graphic design, web design and development, digital and branding services. With my design sensibility, technical understanding and ability to communicate, I handled multiple sides of many projects including **planning and production process while making clear communication with client and team.**

I have worked for clients both in Asia and Australia such as Indochina Capital, Hyatt Regency Danang, Indochina Plaza Hanoi, Outrigger (Hawaii, Australia, Mauritius and Thailand), South Melbourne Market, Montgomerie Links, Sailing Club Vietnam, Savoy Seychelles and Conrad Koh Samui.

Tasks & Responsibilities:

• Process Management

- Develop a **project proposal** that offers concept development & visualisation, technology, project scope and marketing strategies.
- Keep track of the **costs** and required **changes**.
- Produce a **creative brief** that give appropriate direction to the team.

• Art Direction / Design Production

- Define the problem and do the **research** into client's industry.
- Develop a **design concept** with usability concerns. Come up with a wireframe for page layout and/or a mood board for style/motif, color schemes, textures and shapes.
- Convert a sketch into a static **Photoshop mockup** and standards-compliant **HTML/CSS**.

• Customer Relationship Management

- **Work with clients** to refine specific deliverables and explain ideas.
- **Keep clients informed** and up-to-date with project status as well as provide technical support via email, by phone or in person.
- **Filter and negotiate client requests** so that project changes in scope, timeline and costs are kept to a minimum.
- Manage **multiple priorities**.

• Teamwork Management

- **Communicate project details to the team**, monitor team progress and identify the issues or new requirement before guiding the team to make adjustments for changes.
- Ensure that **all materials such as files and images** are ready for the team to use in an organised manner.
- **Deal with partners** such as freelancers, suppliers and printers.

PAST EMPLOYMENT AND INTERNSHIPS

2007 - 2008 | Sydney
Onion Boy
Web and Graphic Designer

2006 | Bangkok
IC Web
Account Executive

2005 | Bangkok
Quality Services & Promotions
Creative

2003 | Bangkok
LOWE Worldwide
Student Training Programme of Creative and Graphic Design Arts

EDUCATION

2008 | Sydney
Sydney College of the Arts, University of Sydney
Master of Interactive and Digital Media

2007 | Sydney
Academy of Information Technology
Diploma of Information Technology (Multimedia Integration)

2000 - 2004 | Bangkok
Chulalongkorn University
Bachelor of Communication Arts in Advertising