

Hi, I'm Chanya,

A *Graphic Designer with no Design Degree* but I made it eventually!

I currently work as a Senior Graphic and Product Designer also in charge of Licensing Coordinating

I enjoy exploring and designing in many design areas such as products, packaging and graphic design, and also interested in digital content creation and content writing.

Education

- ◆ **Chulalongkorn University** | 2016-2019
Bachelor of Communication Arts, Advertising Major, and Film and Photography Minor
- ◆ **Triam Udom Suksa** | 2013-2015
Major concentrations: *Language (German)*

Design Skill

Adobe Illustrator, Photoshop, Lightroom, Premiere Pro, Procreate

Hobby & Interest

Art, Stationery, Hello Kitty, Harry Potter, Dogs, Home Cafe, Shop Display, Branding, Paper craft

Work Experience

- ◆ **Sr. Product & Graphic Designer | Licensing Coordinator**
Sheep Gadget | July 2024 – Present
 - Coordinate directly with licensors for design approvals, ensuring brand compliance and timely submissions
 - Develop 360° campaigns from concept through production including packaging, digital assets, and retail displays
 - Manage cross-functional timelines, from product design to pre-production sample evaluation
- ◆ **Product & Graphic Designer**
Sheep Gadget | November 2020 – July 2024
 - Designed and developed consumer tech accessories with a strong focus on visual storytelling and trend alignment
 - Oversaw design execution across product lines, including phone cases, keychains, and lifestyle gadgets
 - Created marketing assets such as social media visuals, promotional videos, and print collateral
- ◆ **Freelance Writer – Food Content**
Wongnai Media | September 2019 – March 2020
 - Created engaging food and restaurant content for Wongnai's platform and social media
 - Conducted research, interviews, and on-site reviews to develop feature articles
 - Tailored tone and voice for both editorial and branded content formats
- ◆ **Content Writer (Intern)**
Wongnai Media | June – September 2019
 - Supported editorial team with article writing, photo editing, and content planning
 - Learned digital content best practices including SEO optimization and brand alignment
 - Contributed regularly to the lifestyle and food categories, building early experience in publishing