

# TEERATHAD UDOMJITWIWAT

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A creative technology student and multidisciplinary designer with strong experience in brand systems, visual design, and media production for medium-scale events and student organizations. Proven ability to lead design teams, build consistent visual identities, and deliver high-impact digital content across video, motion, and live production environments.

## EDUCATION

<b>Mahidol University International College</b> Bachelor of Arts and Science (B.A.Sc.) in Creative Technology, Minor in Marketing	CGPA: 3.71/4.00 JAN 2023 – Present
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## SKILLS

### UX / UI DESIGN & DESIGN THINKING

- Designed research-informed user flows, information architecture, and interfaces for academic UX projects. (2024 – 2025)
- Translated qualitative research into actionable design decisions and interactive prototypes. (2024 – 2025)
- Utilized Figma and FigJam for ideation, collaboration, and prototyping. (2024 – 2025)

### BRAND & VISUAL IDENTITY STRATEGY

- Re-designed organizational brand systems to align visual identity with strategic positioning. (2025)
- Delivered branding and visual systems for **The AD-Venture: Creative Advertisement Competition x Dek Som Boon**, attracting **36 teams (95 participants)** from **19 universities**, domestic and international. (2025)
- Developed scalable design elements and guidelines used across digital, print, and motion assets. (2024 – 2025)
- Ensured consistency and quality through structured design reviews and feedback loops. (2025)

### TEAM LEADERSHIP & DESIGN OPERATIONS

- Led and guided a 10-member design team, providing design direction and quality control. (2025)
- Coordinated workflows, timelines, and deliverables for multi-designer projects. (2024 – 2025)
- Supported medium-scale student initiatives involving cross-functional collaboration. (2024 – 2025)

### MEDIA PRODUCTION & MOTION DESIGN

- Produced promotional video and motion content achieving a combined **425,000+ views** across platforms. (2024 – 2025)
- Designed motion assets for TEDxBangkok and university events using After Effects and Blender. (2025)
- Created interactive visual using TouchDesigner and Kinect. (2025)

### EVENT & PROJECT EXECUTION

- Operated vision mixing systems for concerts and competitions, ensuring seamless live output. (2024 – 2025)
- Managed media assets and supported technical operations for medium-scale events. (2024 – 2025)

## ORGANIZATIONAL EXPERIENCE

<b>MUIC Career Insights Club</b> Marketing Advisor · Brand Designer	APR 2025 – Present
<b>MUIC Music Club</b> Media & Visual Designer · Vision Mixer · Project Manager	DEC 2023 – DEC 2025
<b>MUIC Tourism and Hospitality Management Club</b> Head of Public Relations	OCT 2023 – DEC 2024
<b>TEDxBangkok</b> Motion Designer	SEP 2025 – OCT 2025
<b>TEDxMahidolU</b> Executive Assistant	JUL 2025 – SEP 2025
<b>WordCamp Bangkok</b> Photographer	DEC 2025

## AWARDS & RECOGNITION

<b>Young Webmaster Camp 20</b> Selected as <b>1 of 20 design participants</b> from <b>78 design candidates</b> (572 total applicants).	JUN 2025
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## TOOLS & TECHNOLOGIES

Figma, FigJam, Adobe Creative Cloud, DaVinci Resolve, Blender, TouchDesigner, Resolume Arena, Git