

Napachol Boonrawd

UI designer with background in fine art and marketing automation. Experience developing e-learning interface designs and working on a variety of print and digital design projects. Enjoy improving skills and open to new ideas.

Contact

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Toulouse, France

Skills

Branding/Visual Design
Design Editorial
Video Editing
Prototyping/Wireframing
Project Management
Research

Tools

Sketch
Illustrator/Photoshop/InDesign
Final Cut
InVision
HTML/CSS
Marketing Automation Applications
Marketing Cloud
Pardot

Education

May 2020- January 2021
Certificate, User Interface Design
CareerFoundry, Germany

2012-2014
Master Degree, Art-Media I with honored
École supérieure des beaux-arts d'Angers,
France

2010-2012
Bachelor Degree, Art-Media
École supérieure des beaux-arts d'Angers,
France

2002-2006
Bachelor Degree, Decorative Arts
Silpakorn University | Bangkok | Thailand

Language

English
French
Thai

UI/UX Projects

Memo - Note-taking application, UI project

Dec 2020 | CareerFoundry

Designed UI for responsive recipe application with a focus on user experience and user interface design process. These include but not limited to: user research, personas, flow diagram, wire framing, prototyping, and branding.

[View project](#)

Munchy - Recipe Application, UI/UX project

Jul - Oct 2020 | CareerFoundry

Designed high-fidelity screens for a note-taking application in response to an urgent design request scenario, emphasizing on a structured thought process ranging from defining key features, researching market, collecting data, and finally using sketch to complete the design.

[View project](#)

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Work Experience

Marketing automation specialist, Cloud Industry application co.,ltd

Sep 2017 - Sep 2019 | Bangkok, Thailand

- Reviewed with team members on customer's digital strategies to implement marketing automation tool.
- Created marketing assets such as email marketing, landing page and forms via Pardot and Marketing Cloud platform.
- Developed and optimized lead generation and nurturing campaigns.

Graphic Design

- Created printed and digital marketing materials including brochures, social banner, and newsletter to promote company awareness and events.
- Constructed very first company magazine prototype for current and future customers.
- Worked jointly with HR department to create company material in supporting employee recognition and appreciation campaign such as badges, banners and certifications.

Content Creator (Freelance), MIG Thailand - Men Innerwear

Mar 2016 - Jul 2019 | Bangkok, Thailand

- Created video and visual materials for the company's social media channel.
- Planned marketing strategies and seasonal promotion campaign.
- Produced and shared weekly contents.

E-learning interface designer, GEODIS Wilson Transport, Thailand

Jun 2016 - Aug 2017 | Bangkok, Thailand

- Collaborated with HR team to redesign company interactive E-Learning modules.
- Created screen text, audio narration, graphics, animations, and interactive simulations.
- Customized and maintained existing instructional materials under company standards and specifications.

Marketing & Communication Associate

- Created marketing materials and designs for internal and external use.
- Ensured designs comply with corporate identity and design standards.
- Supported design development and conceptual frameworks both on and off-site.