



PROFILE

Idea is the beginning of everything. From school to work place, I have been taught to start everything base on it. Product design, Multimedia, Graphic and Advertising are what I have learnt from past to recent day. From problem to idea to creativity to framework to execution is a step to get success in the process of design. Branding has begun so important, to delivered best experience to consumer is the best key to the business, not yet but to have them remember brand, We need a good brand look and feel that is what I promise.

EXPERIENCE

Head, LINE Thailand.

*LINE Thailand Company limited*

*Bangkok, Thailand May 2014 - Present*

- 1.LINE's Brand design
- 2.Enhance LINE's brand value and its awareness in Thailand
- 3.Coordinate with HQ design team
- 4.Working closely with Marketing and PR team in Thai office
- 5.Responsible for marketing, promotion and advertising campaign design
- 6.To lead Thai design team both offline and online, ATL and BTL

Senior Graphic Designer, The Future Perfect Co., Ltd.

*THE FUTURE PERFECT CO., LTD.*

*Bangkok, Thailand October 2013 - April 2014*

- 1.To design and lead design direction for building brand
2. To manage client and support overall design service.

PR MANAGER, EASTWATER

*EASTERN WATER PUBLIC COMPANY LIMITED*

*Bangkok, Thailand September 2012 - October 2013*

- 1.To create direction and Brand personality for EWG for the Public
- 2.To Plan the communication that create awareness and building relationship for EWG's stakeholders
- 3.To Plan the News and all company's information, also the channel communication that relate to the company policy.
- 4.To control and manage budget that meet the target's communication
- 5.To make sure all the plan has worked well and relate to the plan
- 6.To coach team

MARKETING MANAGER, TRUE CORPORATION

*TRUE Corp, Bangkok, Thailand 2010 - 2012*

- 1.To take responsibility for developing plans and executing projects and initiatives that support the broader short and long-term the assigned brand.
- 2.To develop, manage, monitor, control and inspire the Marcomm teams about the brand look & feel standard to ensure the best brand experience
- 3.To support the team for the entire strategic branding picture of the company as well as advise on the strategic things that not represent a good branding for for improvement
- 4.To collaborate with consumer insights/ research to ensure the brand remains relevant to consumers and that all initiatives support the brand

FROM THE DESK OF  
EK ARKARAPRASERTKUL

promise take a lead in managing vendor partners and communication agencies, and all aspects of their projects. Experienced with True Corp is TrueLife+ , TrueVisions, TrueMove H, TrueYou

BRAND MANAGER, MODERNFORM KITCHEN

*Modernform, Bangkok, Thailand 2009 - 2010*

Respond for guiding trend and consumer behavior to product designer, lift up sale and showroom designing, new opportunity market, working corporate marketing plan and brand communication.

SENIOR DESIGNER

*JWT, Bangkok, Thailand 2007-2009*

Working as a Senior design guiding 3 persons in team working base on interior design, product design, graphic design, web design responsible for Lebua State Tower Hotel, Freeland, MK Suki, ThaiAirway, Lucaris crystal wine, Ford, Mazda, Hall, Nokia.

GRAPHIC DESIGNER

*JWT, Bangkok, Thailand 2004-2007*

Designing with Graphic design team based on the account such as Ford, Lux, Sunsilk, Hutch, Bangkok Bank, Pizza company, Ford, Mazda, Hall, Thai Airways.

GRAPHIC AND WEB DESIGNER

*Modernform, Bangkok, Thailand 2002-2004*

Responsible for creating web site and CD-rom presentation and Catalog for Corporate Design, working with marketing brand such as, Moflex, Klasse, Kitchen, Life and Soho

EDUCATION

RANGSIT UNIVERSITY

*Bangkok, Thailand — Product design, BA of Fine and Apply Art 1994-1997*

BOX HILL INSTITUTE OF TAFE

*Melbourne, Australia — Multimedia design , Advanced Diploma 1998-2001*

CHULALONGKORN UNIVERSITY

*Bangkok, Thailand — Creative Art, MFA of Fine and Apply Art 2007-2009*

SKILLS

Illustrator, Photoshop, Pages, Keynote

AWARDS

7 of 10 JWT design awards.

PRESS

BE MY GUEST, @KITCHEN MAGAZINE

TRAINING

Certificate of Grid work

True Management

Landmark education, Advanced Course, Communication Course

Leader as Communicator Module, Leader as Communicator Module Berkley Executive Education.