

JOE KONGKAVITOON

DESIGN STRATEGIST - mCOMMERCE MARKETING

Lead visual strategy & marketing efforts for more than two decades, managing teams in support of major innovative brands to help leading them create engaging interactive experiences and launch new products in emerging media. I've developed strategic creative work for clients such as Bank of Thailand, Lazada Group, Bayer, Apple iStudio, Seagate, Sony, Shell, Pfizer and more.

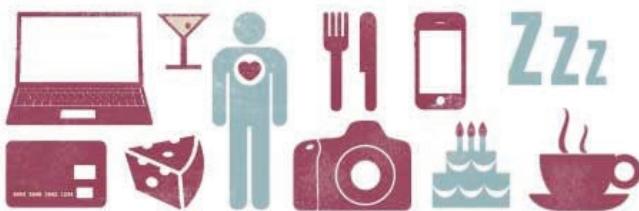


PASSION-VISION-MISSION

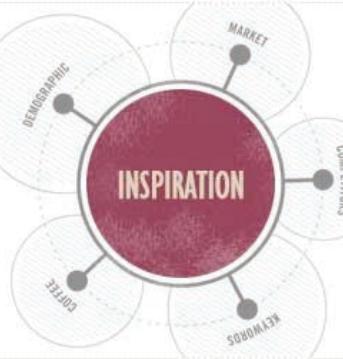
supervised direction of overall strategic vision; shaped and guided creative paths

AT A GLANCE

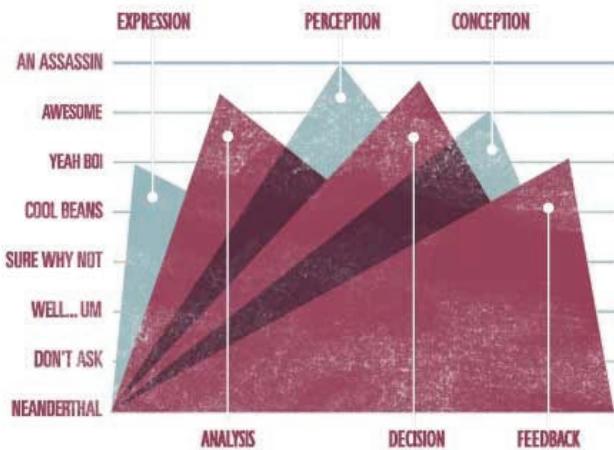
LIFE ESSENTIALS



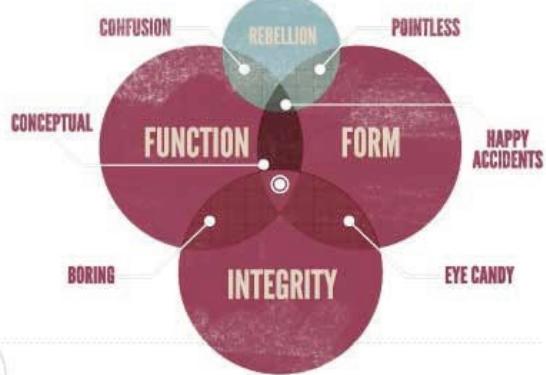
THINKING PROCESS



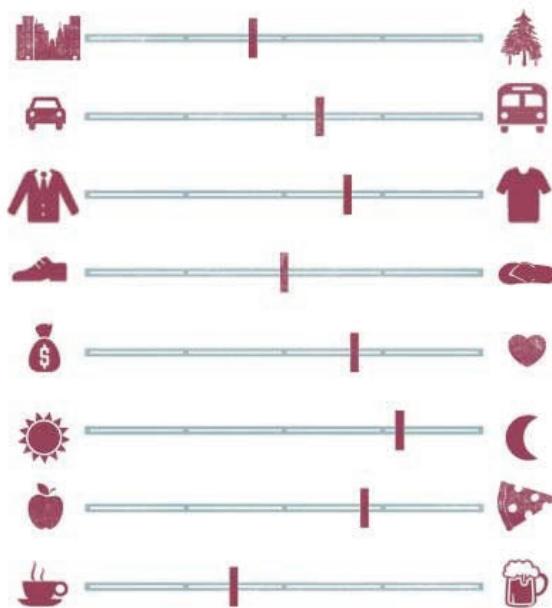
APTITUDE



WORKING THEORY



ATTITUDE



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SELF DESCRIPTION

I have worked with many different clients on various circumstances. I managed teams and projects under challenging time constraints. I am a strategic planner who has the vision to develop marketing campaigns that utilize multiple non-traditional mediums. A strong communicator with a flair for getting to brands' heart with compelling creative that hits strong selling points while striking an emotional chord. Regardless of methodology or flashy graphics, having the right attitude would really make a difference. I believe that if the end product couldn't effectively representing the client's vision and generating positive results then it wasn't built right in the first place.

EDUCATION



Savannah College of Art and Design

MFA, Graphic Design (1994-1996)



Kasetsart University

BA, Mass Communication (1987-1991)

BRANDS I HAVE WORKED WITH



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EXPERIENCE (1/3)



DESIGN STRATEGIST - mCOMMERCE MARKETING

coolative.com

January 2016 – Present

Defining brand vision & developing design strategy to be implemented on multiple digital channels. Working closely with engineering, UI & UX design, marketing and the management team in the development of digital content while leveraging brand equity through marketing strategies.



REGIONAL DESIGN DIRECTOR, VP GRAPHIC DESIGN

Lazada Group

April 2014 – December 2015

As a Regional Design Director, VP Graphic Design, I manage 6 Art Directors, Traffic Manager, Picture Editor, Copywriter, QAs, and Designers in the team of 25 staff while mentor 6 local graphic teams in 6 countries across SEA. Provide influencing ideas to enhance productivity. Manage design processes to ensure timely delivery. Direct team providing key concepts and strategies. Establish design strategy and schedules for key design projects. Convey design concepts including regional event staging to various internal and external audiences.



DIRECTOR OF INTERACTIVE STRATEGY

coolative.com

June 2013 – March 2014

I work directly with clients to help establish the creative/marketing objective, tactic & strategy through final executions and coordinates among the different professionals in strategy and graphic design production. My client base spanned a range of business types including local retail, retail channel programs and business-to-business.



INTERACTIVE CREATIVE DIRECTOR

KUDOZ Communications

October 2012 – May 2013

Leading the creative vision and execution for the agency's clients across Hong Kong, Singapore, Thailand and Vietnam. I engage in the conceptual development of online and offline campaigns including oversee the creation of concept storyboards, website, mobile projects, presentation materials etc. I also work closely with Marketing and IT teams to develop strategic and innovative recommendations based on digital trends and social media outreach strategies.



INTERACTIVE CREATIVE DIRECTOR

rarePlay.com

January 2011 – September 2012

We design, develop, implement, and support customized strategies and Internet applications that enable the integration of lifestyle technologies. We are the Digital Agency behind the Traditional Agencies. Creative lead for visual design, branding and strategic planning across all media. Besides building new business my primary focus is to work closely with existing clients to increase engagement and enhancing the overall look and feel of all ongoing projects.

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EXPERIENCE (2/3)



CREATIVE SERVICES DIRECTOR

Vertic

October 2009 – December 2010

Vertic is a strategic digital agency dedicated to creating groundbreaking solutions. At Vertic, we believe that people must be engaged when interacting with a brand. We build digital solutions that combine clever strategy with creativity and technology. We leverage cutting-edge technology and support business to the next level.



INTERACTIVE DESIGN DIRECTOR

Graphicells Co.,Ltd.

November 2007 – September 2009

This position allowed me to take my creative and management skills to the next level. I manage a small but growing team as we created breakthrough marketing programs for Advanced Info Service (AIS - Thailand's largest GSM mobile phone operator with 35 million customers). I also have privilege to work on a wide range of projects from state agency, NGO, to super-luxury corporate client projects.



CREATIVE DIRECTOR

Color Motif Company Limited

January 2005 – October 2007

Here is where I learned to think more conceptually, developing holistic marketing campaigns. I work with clients on key accounts (AIG, Chevrolet, Parker, and Shell) to help develop online media-strategies, including support campaigns and marketing initiatives with a wide range of creative and digital content development.



ASSOCIATE CREATIVE DIRECTOR

Color Motif Company Limited

February 2002 – December 2004

Color Motif is an out of the box, creative web and graphics solution provider that fulfils All Needs Under One Roof. We provide innovative, unique, and high quality services based on products and requirements. We offer local clients with hi-class solutions and international clients with low-cost price tags. Color Motif comprises of all the dimensions of visual competency and aims at mastering the world of different sections, dealing with all aspects of conceptualizing, visualizing, designing, creating, modifying, and enhancing.



NEW MEDIA DIRECTOR (PITTSBURGH, USA)

Education Management Corporation

October 1999 – December 2001

The company had a plan to expand their business into a broader education markets so the web team got a big upgrade. As a key member of the in-house agency, I have to work more with freelances, vendors and partners in all projects. Less hands on but more management works give me opportunities to play a central role in creative initiative and project management. Assignments are not only to serve current clients but as well preparing for more to come.

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EXPERIENCE (3/3)



HTML DESIGNER (PITTSBURGH, USA)

Education Management Corporation

May 1998 – September 1999

Education Management Corporation (EDMC) is a fortune 500 company that ran art schools under the name "The Art Institutes International". With more than 800 employees across the country EDMC wanted to centralize all of their academic contents with customizable design for all of their schools. The concept was a unique one-to-one web experience that will generate a website that adjusted to fit each visitor interests. Expectations were very high but I was not just to succeed, but also exceed all of them, proven by awards that received for best design and innovation after the website was launched.



INTERACTIVE SPECIALIST (HIGH POINT, USA)

Vision Communications Interactive

March 1996 – April 1998

- Design look and feel with information architecture and user interface specifications.
- Create all graphic elements, layout and animations including HTML programming.
- Developed interactive strategy documents to guide design process.
- Produce graphic and provide picture enhancement for interactive applications.
- GUI programming and script writing.
- Managed multiple, concurrent projects in different stages.



COMPUTER LAB ASSISTANT (SAVANNAH, USA)

Savannah College of Art and Design

August 1993 – December 1995

- Orientate and place new students on a continual basis
- Monitor student behavior and maintain classroom atmosphere conducive for learning
- Teach basic computer skills
- Teach students how to use, run and understand available programs
- Teach Adobe graphic & multimedia applications
- Introduce or reinforce all academic skills per teacher request
- Oversee computer maintenance and troubleshooting
- Upgrade & update hardware and software



ASSISTANT DIRECTOR

Integrated Publications

September 1991 – December 1992

- Assist in developing and implementing plans and goals for the department
- Work with the director to coordinate and supervise daily operations
- Ensure compliance with regulations and internal policies
- Monitor attainment of objectives
- Undertake staffing responsibilities (hiring, training, evaluating etc.)
- Assist in budgeting and monitoring expenses
- Maintain scheduling of events and represent the company when needed
- Create reports and submit them to the director or other executives
- Fulfil duties as assigned by the director

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