

PATAWAT PHAMUAD

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SUMMARY

- Smoothly manage 10+ multi-faceted interactive projects, mobile application, web development, online marketing, social media and branding strategy for a technology marketing agency with leading clients.
- Tactically analyze client's business objective including market research, consumer insight, user requirement, creatively established strategy, initiative for high level communication plan.
- Develop and maintain trust and strong relationship of client, vendor, and internal team.
- Use updated technology to ensure on time, on budget, optimal quality delivery, user and client expectation of all projects.

ACHIEVEMENT

- Directed SCB Easy App mobile banking redesign attained approx. 300,000 active users in 2015.
- Utilized expert knowledge of UX/UI design, delivered SCB UP2ME e-Wallet application.
- Launched KBank K-Expert MyPort website which aimed at 100,000 active users in 2015.
- Supervised cross-platform DTAC eService development based on UX/UI curriculum.
- Published CP corporate website.
- Maintained TMB Asset Management website in a perfect condition.
- Led MG branding campaign, converted prospects to sales at 1,100 cars in Motor Show 2015.
- Presented communication plan and launched FWD Real People Real Passion season 2 campaign.
- Accounted and broadcasted FWD Super PA Insurance Viral video.
- Kept cold monitoring social media channels of leading consumer products such as Johnnie Walker TH, Smirnoff TH, MG Car, YumYum, Brother Printer & Sewing machine, PIAS Sungrace Powder, PTTEP CSR Society and etc.

EDUCATION

Apr 2011 - Apr 2013	Bauhaus University, Weimar, Germany Human-Computer Interaction, Master of Fine Arts, GPA 3.96
May 2002 - Feb 2006	Chulalongkorn University, Bangkok, Thailand Computer Education, Bachelor of Education, GPA 3.38

CAREER HISTORY

Nov 2015 - Present **Account Director**
J.Walter Thompson Bangkok (Thailand) (A global IMC agency)

- Lead team in development of plan and strategy both ABL and BTL.
- Responsible for client management, budgeting, handle internal workflow on brief, on time and on budget.
- Direct online/offline/on-ground marketing campaign and successfully deliver campaign for both tactical and technical asset following/over KPI.
- Work closely with multiple professional team to facilitate issue solution and follow up progress.
- Handle project risk, change, issue, and minimize impact on the project.
- Accurately track administrative record of expenditure, support finance and payment process, and spending analysis report.

Jun 2015 - Aug 2015 **Senior Account Manager**
Chuosenko (Thailand) Plc. Ltd. (A global creative and execution agency)

- Initiated spectacular concept of online marketing strategy to achieve client's business goal.
- Led team to successfully deliver digital campaign/project from kicking-off to completion.
- Maintained client relationship and communicated project status update to client on a regular basis.
- Monitor online advertising tools i.e. Facebook media, Google Ads, SEM, and interpreted report to effectively create improvement plan.
- Accurately monitored administrative record of expenditure, accounting and billing.

Jun 2013 - May 2015

Senior Project Manager

Redlab Co., Ltd. (A leading digital and lean software development agency)

- Managed user centric initiative, and steered the project from start through completion.
- Clearly defined project objective, scope, user needs, milestone and deliverable.
- Communicated project expectation to team members, vendors and stakeholders, and effectively applied their feedback to encourage progress.
- Proactively performed risk management, found out practical solution with minimum resource use.
- Supervised and assisted team in their development tasks especially in UX/UI aspect.
- Monitored social media advertising and CRM platforms to successfully engage to target.

Apr 2012 - Feb 2013

User Experience/ User Interface Designer (Paid Trainee)

Intershop AG, Germany (A global provider of enterprise solution for omni-channel commerce)

- Carried out usability engineering ranging from research to prototyping.
- In-depth gathered user needs, consolidated the data and designed wireframes to response to user requirements.
- Performed usability testing and evaluation in parallel to the application improvement.

May 2006 - Apr 2010

Head of Game and Application designer

CyberPlanet Interactive Plc. Ltd. (An entertainment software agency)

- Operated product development both artwork and technical from kicking-off through end-product.

TEACHING EXPERIENCE

Oct 2013 - Feb 2014

Guest Lecturer (Digital Portfolio subject for 4th year student)
School of Digital Media, Sripatum University

May 2010 - Feb 2011

Guest Lecturer (Creative Thinking for 1st year student, Game Project Management for 3rd year student)
School of Digital Media, Sripatum University

Oct 2007 - Feb 2010

Guest Lecturer (Game Design Concept for 1st year student, Game Project Management for 3rd year student)
Faculty of Information Technology, Dhurakij Phundit University

SKILL & QUALITY

Profession

IT Project & Account Management
UX/UI Design, Usability Engineering
Adobe Creative Suite,
Programing: HTML5,CSS3, jQuery, Objective-C
Social Media Advertising tools: Line, Facebook, Twitter, GDN, Xaxis, SEO,
SEM, Synthesio, Social Baker

Personal

Strong Communication & Presentation Skills
Proven Leadership
High Sense of Responsibility
Problem Solving
Creative & Proactive
Service Mind

Language

Thai: Native
English: Fluent
German: Good

Latest salary

75,000 Baht

Expected salary

Negotiable