

## Naipaporn Chomneandomerongkarn

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### **PROFESSIONAL SUMMARY**

Motivated Media student and aspiring Front-End Developer with a strong foundation in UX/UI principles and responsive web design. Experienced in translating complex user research into functional requirements and interactive prototypes. Eager to apply analytical thinking and technical skills to the development team to build high-performance, user-centric digital solutions.

### **EDUCATION**

#### **Ritsumeikan Asia Pacific University**

**Beppu, Oita**

Bachelor of Social Science, College of Asia Pacific Studies (APS), Major in Culture, Society, and Media (CSM)

4/2022 - 3/2026

**Honors:** Received 50% Tuition Reduction Scholarship

**Relevant Courses:** Database Systems, Logical Thinking and Framework, Negotiation Skill, Introduction to Media Studies, Media and Culture, Media and Society, Media and History, Media and Law, English of the Media, Introduction to Peer Leader Training, Introduction to management

#### **The Demonstration School of Silapakorn University**

**Nakhon Pathom, Thailand**

5/2019 - 3/2022

- High School Diploma, English-Japanese program
- Student council
- Activity department

### **TECHNICAL TRAINING AND CERTIFICATIONS**

#### **Build a Website with HTML, CSS, and GitHub Pages**

1/2026-2/2026

Codecademy

- Learned responsive layout design and version control; successfully deployed a live project via GitHub Pages.

#### **Web Basics with HTML and CSS**

1/2026-2/2026

Skooldio

- Mastered core web structure, semantic HTML5, and CSS styling fundamentals.

#### **UX/UI Design Essentials (Figma Masterclass)**

1/2025 - 6/2025

Udemy

- Executed end-to-end design workflows including User Research, Information Architecture, and High-Fidelity Prototyping.
- Applied Usability Testing methodologies to iterate on digital solutions and improve user satisfaction.

#### **Graphic Design Masterclass: Visual Communications**

1/2025 - 6/2025

Udemy

- Developed core competencies in Typography, Grid Systems, and Color Theory using the Adobe Creative Suite, essential for front-end layout precision.
- Focused on creating cohesive visual identities and high-impact layouts for digital platforms.

- Trained in building automated logic-based workflows to connect disparate apps and streamline data processing.
- Explored AI agent implementation to reduce manual administrative overhead and enhance operational speed.

## **SKILLS**

- Software tools: HTML5, CSS3, Responsive Web Design, Figma, N8N AI Agent Workflows, Adobe photoshop, Adobe illustrator, Adobe lightroom, Microsoft Office (Word, Excel, PowerPoint), Canva, Google Workspace
- Skills: Communication, Adaptability, Analytical thinking, Teamwork
- Language Skills: Thai (Native), English (High proficiency), Japanese (High proficiency), Spanish (Conversational)

## **WORK EXPERIENCE**

**RPN Trading Company**  
*Sales & Operations Specialist*

**Nakhon Pathom, Thailand**  
11/2025 – Present

Key achievement: Managed end-to-end sales cycles and inventory logistics. Applied UX principles to modernize "analog" workflows while actively driving revenue growth through strategic negotiation and client relationship management.

- Workflow Alignment: Redesigned physical inventory layouts to mirror digital database structures, streamlining the "analog-to-digital" data flow.
- Data Integrity: Introduced standardized data validation (dropdowns/checklists) in Excel to ensure error-free data transfer to the Express P.O. system.
- Information Architecture: Redesigned digital filing systems to make client and pricing logs instantly searchable, improving system efficiency.
- Strategic Negotiation: Conducted high-stakes negotiations with diverse clients to secure long-term contracts, focusing on volume-based pricing that protected company margins while providing competitive value.
- Byproduct Profitability: Identified an opportunity to monetize warehouse byproducts; successfully negotiated sales terms for secondary materials that were previously considered waste, creating a new revenue stream for the company.
- Sales Growth: Expanded the active client base through targeted outreach and refined follow-up scripts, resulting in a notable increase in monthly sales volume

**Japan Foundation**  
*Intern, Art and Culture Department*

**Bangkok, Thailand**  
2/2025 - 3/2025

Key achievement: Promoted Japanese cultural events through social media and digital platforms, increasing online engagement and attracting over 3,000 attendees, thereby raising brand visibility and public participation.

- Digital Engagement: Designed event visuals and social media content using Adobe tools, enhancing brand consistency.
- Data Analysis: Analyzed customer engagement across target demographics; identified behavioral patterns and marketing trends to develop more effective outreach strategies.
- Reporting: Conducted audience research and created data-driven reports to improve future event strategy.
- Stakeholder Management: Translated and interpreted documents (Thai–English–Japanese), supporting accurate cross-cultural communication among stakeholders and enhancing project coordination.

## **EXTRACURRICULAR & AFFILIATIONS**

**APU Thai week (University Multicultural Event)**  
*Ritsumeikan Asia Pacific University*

6/2022 - 6/2024

- **Reception Staff (2022):** Welcomed guests and assisted in managing logistics during the cultural event, ensuring smooth visitor experience.

- **Volunteer visual designer (2023):** Designed promotional materials, including posters, social media banners, and event logos to enhance visibility and attendance at university-hosted events. Create engaging content, delivering high-quality designs within tight deadlines. Contributed to cohesive event branding and increased student participation through effective visual communication strategies.
- **Public Relations Team (2023):** Collaborated with the PR team to promote the event through social media and posters; contributed to increasing campus-wide engagement and awareness.
- **Stage Sub-performer (2023):** Supported main performers during the multicultural showcase, contributing to smooth coordination and show quality.
- **Event Dancer (2024):** Performed in traditional and contemporary dance acts, representing Thai culture and enhancing cross-cultural exchange on campus.

#### **Baking club (Fika APU)**

6/2024 - 5/2025

- Engaged in regular baking sessions and group activities, fostering a collaborative environment and sharing diverse cultural recipes.
- Assisted in planning and promoting club events, contributing to community building and smooth team coordination.

### **PROJECTS & COMPETITIONS**

#### **Media & Culture Course Project**

1/2024

*Ritsumeikan Asia Pacific University*

- Created a student newspaper in the *English of the Media* course by curating global news sources and writing original features to enhance media literacy.
- Designed and structured a digital newspaper layout, prioritizing visual hierarchy and typography for readability.
- Applied cultural and communication theories to ensure user-centric content delivery.

#### **JMAT 2025 Marketing Case Competition**

10/2025

*Product & Packaging Design Participant*

- Collaborated in a cross-functional team to conceptualize and design product packaging that communicates brand identity and consumer values.
- Conducted market research and prototyped design mockups aligning with sustainability and visual consistency.
- Strengthened presentation and visual storytelling skills by pitching design concepts to judges.