

# PRANISA TREESUCON

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mydreamii

DOB: 06.10.1988



## Skills

- Creativity
- Corporate Identity
- Management
- Packaging Design
- User Interface Design
- Collaboration

## Experience

May 2020 - Present

### *Graphic Design Team Leader* : Shopee Thailand

- Led a team of 13 graphic designers to develop all Shopee's mega campaign assets such as homepage banners, microsite, and other related visuals.
- Worked with a regional team for creative direction and localization of the assets for Thailand.
- Work closely with cross-functional teams, including marketing, product development to ensure alignment and consistent messaging throughout the customer journey.
- Oversaw the Brand Ambassador projects on achieving the right poses for the needed assets for each sub campaigns. Brand ambassadors I have worked with include Mai Davika, Jazz Chuanchuen
- Initiated new working process adjustment that helped reduce the working time of the whole graphic designer team by optimizing the usage of assets.
- Provided coaching to team members on both commercial and design technical aspects.

June 2015 - March 2020

### *Web Graphic Supervisor* : Thai Agri Foods

- Led a team of six (graphic designers and programmers) to complete the development of offline and online asset including website, banners, promotion artworks on different platforms, packaging, and UI.
- Managed different design projects with offline and online team without compromising agreed timeline.
- Developed corporate identity guideline and brand identity for new products.
- Worked closely with sales and marketing teams to develop digital assets based on brand identity and creativity.
- Supervised and coached junior graphic designer on design/digital trends to improve their creativity and skills.

April 2012 - May 2015

## *Creative Designer* : Revolution IT & Marketing

- Developed design for website according to customer's brief and requirement.
- Developed digital artwork assets to be implemented on Facebook and other platforms.
- Designed logo and branding.
- Handled the development of infographic design.

July 2011 - February 2012

## *Producer* : Pastelblue Studio

- Managed projects and coordinated between client and graphic design team to achieve completion within timeline.
  - Supervised and ensured seamless process from briefing, asset development, and launching of a project.
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## *Education*

2013 - 2015

### *MSc Innovative Marketing and Digital Communication* *: National Institute of Development Administration (NIDA)*

2007 - 2011

### *BA Information Technology for Design* *: Silpakorn University*

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## *Language Competences*

- Thai
  - English
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## *Software*

- Adobe Illustrator
  - Adobe Photoshop
  - Adobe After Effect
  - Adobe Premier Pro
  - MS Office
  - Figma
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## *Portfolio*

[www.designbydream.com](http://www.designbydream.com)