

Amornthep Sirilertchanya

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D.O.B. 25 May 1983
Nationality Thai
Language Bilingual
in Thai and English

EDUCATION

2009-2010
ECAL/Ecole cantonale d'art de Lausanne
Switzerland Master of Advanced Studies HES-SO
in Design and the Luxury Goods Industry

2002-2007
King Mongkut's University of Technology
Thonburi, School of Architecture and Design,
Awarded Bachelor of Architecture Industrial Design
(English Program)

1990-2002
Bangkok Christian College

EXPERTISE

Creative Designer with more than six years of various project design such as Interior Design, Furniture Design, Product Design, Graphic Design, Environmental Graphic and Conceptual Design.

Experience with MAC and PC computers in both 2Ds and 3Ds for example Photoshop, Illustrator, Rhinoceros, Maxwell Render, Sketchup, 3dsmax.

Design and Art skill in Sketching and Drawing, Painting, Model and Prototype.

Good written, interpersonal skill and good communication skill.

INTERNSHIP

From September 2010 - December 2010
Michael Anastassiades Design Studio
(London) UK

For years Michael has produced his work in very limited quantities as editions of quality crafted pieces and small runs. In 2007 he set up a company to increase the availability of his objects. He traveled around the world and located small family run workshops to fabricate his pieces. The workshops were selected for their unique manufacturing skills and tradition in the use of materials.

All the products are hand made in unlimited editions. Michael Anastassiades philosophy is to produce exceptionally designed objects of permanent value.

2005

FIF DESIGN

Branding and Corporate Identity Design.
Product Design and Engineering Design.
Our multidisciplinary team offers compelling creative and extraordinary solutions.

Obtain confirmation of Design Brief from the Client for graphic and product design guidelines and performance specifications for development including illustration and finishes prefer. Fully responsible for several product design projects, packaging design and advertising from initial state to final to serve client's need and integrate with design principle. Taking on board the information and direction obtained from the briefings, review the overall concept. Consider options to enhance and optimize the graphic, copy, wording and theme of the key designs. Prepare informal sketches and mood boards to illustrate ideas and design approach, present / issue these to the project team for consideration and discussion.

2005

Far East DDB PLC.

A full-service advertising agency with integrated advertising services ranging from account management, creative services to media planning and buying.

Refine and finalize the assigned campaign designs and printed advertising incorporating other technical Design & Client's Brief requirements, co-ordinate graphic and marketing requirements into the design to facilitate the Concept design of all disciplines.

Advise on publishing details, alternative materials, and alternative design solution.

2004

3DO DESIGN

A one-stop shop design, management and creative service center based in Bangkok, Thailand. Our aim is to provide our clients with a first class step-by-step service.

Assigned to conceptualize a design, consultation of material usage, present coordinating, proposing development of ideas in various of design project from cooperate identity to product design. Review and comment on the schematic design in terms of design direction, interpreting design integration, wording in advertising, material availability, etc., on an ongoing basis

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London W1H 7PZ

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WORK EXPERIENCE

Graphic 49 Limited.
From May 2009 - September 2009
Project designer / Project Management
Industrial Designer and Environmental Graphics

One of the largest and broadest architectural practices in Southeast Asia, the 49 Group is a multi-disciplinary firm of design professionals and consultants forming a combined staff of more than 350.

Established in 1989 Graphic 49 offers a comprehensive integrated graphic design service from creation of Corporate identity, Environmental and all kinds of integrated graphic to Press, Publication, and other Brand applications Services and Products related to the field.

Concept International Design Co., Ltd.
From May2007 to November2008
Project Professional,
Signage & Graphic Designer

Working with Concept i which specialize in the design of world class retail environments include architecture, interior design,entertainment design, signage & graphic design, and landscape architecture.

As a signage & graphic designer working with wide variety of commercial project type and scales in and around the world, working on multiple cosecutive project from shopping complex to large open space in theme park .

Majority involved in designing kiosk and decorative feature wall, setting graphic design standard in project, cooperate identity, interpreting abstract design concept to create graphic design and responsible for all signage design including main directory, directional sign, restroom sign, floor identification.

Assisted work in design team : preparing conceptual color scheme and mood board, proposing development of ideas. Coordinated with other design teams on concept development, design development and created design presentation.

PROFESSIONAL PROJECTS (G 49)

Central Plaza Khon-kaen
Project Type: Largest Shopping mall in north east part of thailand. Represent Local Culture theme.
Location: Khon-Kaen Thailand

Esplanade Cineplex Ngamwongwan
Project Type: Lifestyle Entertainment with cinema, bowling, karaoke, ice skating rink, retails space, film distribution and advertising media.
Location: Ngamwongwan Kaerai Thailand

Somerset Service Residence
Project Type: provides the convenience and comfort of a serviced residence in a prime location for international executives, families and leisure travellers.
Location: Located in Soi Thonglor, one of Bangkok's most popular expatriate districts

PROFESSIONAL PROJECTS (CONCEPT i)

Amanda Plaza (Shanghai)
Project Type: Boutique mall that caters mainly to women and children.
Location: Shanghai China

Yu Hill Leisure Plaza
Project Type: Fantastic mix of local and international food venues,entertainment,leisure and fashion streets.
Location: north of Shanghai

MyKAL Department Store
Project Type: First line international brand retailers such as Louis Vuitton, Dior, Gucci, Prada and more.
Location: Harbin China

TEPE Nautilus
Project Type: the second largest shopping mall in Turkey, and one of the best on the Asian side of Istanbul.
Location: Turkey.

Jerudong ECO Theme Park
Project Type: To create the most innovative ECO and Edutainment focused small theme park in the world.
Location: Brunei Darussalam

Ningbo Heyi

Project Type: Shopping Mall introduce 3 simple “material theme” to give a timeless signature to the main space of the project. Wood, glass, and stone are used to differentiate the main space.
Location: Ningbo is a charming port city on the Yangtze River delta south of Shanghai.

Diamond of Istanbul

Project Type: Diamond of Istanbul is the tallest building of Istanbul and Turkey currently being built in the city's Maslak business district. A luxury hotel, A-class offices, and rental apartments
Location: Istanbul Turkey

SELF EMPLOYED

50'FIF Lifestyle Street Magazine

Assisted the production team in the design process of the magazine, Graphic Designer, Columnist. Consult with design team to establish the magazine theme, concept, basic considerations and its character. Fully coordinating with all relevant teams liaising with clients, design team, from earliest state to completion of publishing.

PUBLICATIONS, COMPETITION, WORKSHOP & AWARDS

:July10
ECAL's 'Luxury & Design' graduates in Wallpaper.com

:Feb10
Reuge (The Art of Mechanical Music) in Worldtempus official website of famous brands

:Feb10
Star du design chez Reuge in 24heures newspaper in Switzerland

:JAN10
Humberto and Alfredo Campana :São Paulo With Reuge (The Art of Mechanical Music)

:DEC09
Edward Barber and Jay Osgerby :London With Nespresso

:NOV09

Pierre Charpin :Paris With Kempinski Hotel Sponsor by Moët & Chandon and Dom Perignon

:OCT09

Ronan Bouroullec :Paris With Audemars Piguet Luxury steel sports watch

:SEP09

Marti Guixé :Barcelona With Nestle Company The Chocolate Center of Excellence

:JAN08

Being elected to show Thesis project in SMES World st Queen Sirikit National Convention Center

:DEC07

Innovative Design Product/ Scoop in Thailand TV show “TITV Health Station”

:OCT07

Attended The 12th New Investor Program by The Stock Exchange of Thailand

:JUL07

Thesis (Innovation Design Product) Column in Thailand News, “The Krungthep Turakij”

:JUN07

Thesis (Innovation Design Product) Column in “Kom Chad Luek”, Thai newspaper

:MAY07

Being elected in Bidding Innovation by Design (BID)

:MAY07

Attended workshop of Bualuang SMEs Business Planning

:MAR06

Being a part of technology and innovative design team with Toshiba

:APR06

Attended Marcel Wanders workshop at Thailand Creative Design Center (TCDC)

:JUN04

Finalist “ELLE Decoration Magazine” design competition