

Sasipat Tarinamornpong (Niki)

Bangkok Based
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“ I’m a designer with a deep-rooted passion for creating meaningful and impactful experiences. My journey in the design field has been an exciting exploration of various mediums, from branding and illustration to digital interfaces and product design. I believe that great design is a balance of creativity and functionality, where aesthetics meet purpose. “

EXPERIENCE

FUREVER Pet Food

Co-Founder, Designer

November 2023 – Present, Bangkok, TH

- A pet food brand focused on providing high-quality freeze-dried raw food for cats.
- Co-founded the brand and led all design efforts, including creating a strong visual identity, designing user-friendly packaging, and developing marketing materials.
- Boosted brand awareness and customer engagement, ensuring consistent branding across all platforms, and contributed to product design that aligns with customer needs in a competitive market.

Sam&Co Innovative Hemp Product Solutions

Co-Founder, Designer, Assistant

December 2021 – November 2023, Bangkok, TH

- A company that produces everyday products from processed hemp leaves, incorporating them into daily life.
- Collaborated closely with the team to design innovative hemp-based products, ensuring they met both industry standards and consumer expectations.
- Oversaw the creation of packaging and marketing materials, effectively communicating the brand’s values and product benefits, enhancing my skills in brand development, product innovation, and strategic marketing within the rapidly growing hemp industry.

PAVA Architects

Internship Trainee

January – March 2021, Bangkok, TH

- An interdisciplinary practice in environmental design studio focused on climatic challenge, environmental degradation and urbanization
- Gained hands-on experience in architectural design, assisting with drafting, 3D modeling, and producing detailed renderings using Rhinoceros and Enscape.
- Contributed to project presentations and collaborated across various design stages, enhancing technical skills and architectural understanding.

TEDxBangkok Youth

Art Director

Sep - Nov 2019, Bangkok, TH

- Local TEDx event focused on spreading ideas through TEDTalks and live speakers.
- Crafted the visual identity for the event, leading the design team in creating cohesive branding materials, promotional graphics, and stage designs.
- Reached thousands of attendees in the hall and enhanced visibility through a strong social media presence.

EDUCATION

Chulalongkorn University

Second Class Honors in
Bachelor of Science in Architecture
2017 - 2021, Bangkok, Thailand

Idaho Falls Senior High School

High School Diploma
2015-2016, Idaho, USA

Satriwittaya 2 School

High School Diploma
2010-2014, Bangkok, Thailand

SKILL

UX Design:

- User Research & Persona Development
- User Journey Mapping & Information Architecture
- Usability Testing & A/B Testing
- Wireframing & User Flows
- Accessibility Design & Empathy Mapping
- Storyboarding & User Interviews

UI Design:

- Visual & Responsive Design
- Prototyping & Motion Design
- Typography, Color Theory, & Iconography
- High-Fidelity Mockups & Interaction Design
- Branding & Design Systems
- UI Animation & Cross-platform Design

Architectural Design:

- 3D Modeling & Rendering
- Conceptual Design & Space Planning
- Environmental Design & Site Analysis
- Materials Selection & Model Making

Additional Skills:

- Graphic Design & Branding
- 3D Visualization & Animation
- Project Management & Presentation Design
- Public Speaking & Client Relationship Management

CERTIFICATE

Google UX Design Professional Certificate
May 2024

SOFTWARE

- Adobe Creative suite
- Figma
- Miro
- Rhinoceros
- Vray
- Enscape
- Sketch up
- CorelDraw

LANGUAGE

Thai
Native
English
Fluent

More detail in the portfolio.
www.sasipatn.com