

NUTTALITA K.

GRAPHIC DESIGNER



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EDUCATION

- 2017 - 2019
Master of Art Degree
Communication Design, Graphic Design
Kingston University London
- 2016 - 2012
Bachelor Degree
Multi Media Design
Srinakharinwirot University

HOBBIES

- GYM
- ABSTRACT ART

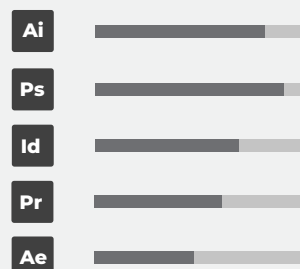
SKILL

- SELF - MOTIVATION
- CREATIVE
- TEAM WORK

AWARDS

- T-shirt Design Contest
Jeans for Genes Charity / 2018

SOFTWARE



ABOUT ME

Highly-skilled graphic designer with 3+ years of hands-on experiences in diverse mediums (e.g. marketing materials, website designs, logos, printing, etc.). Passionate about working on challenging and creative outputs with a customer-oriented approach and achieving business targets. Experienced in creating detail-oriented, authentic, and innovative designs and visuals for fashion, e-commerce, and health wellness & fitness industry.

WORK EXPERIENCE

Graphic Designer, SHEIN

2021 - Current

- Created aesthetic guidances, branding visuals, and digital/print artworks for offline events promotion (i.e. fashion pop-up store, IP collaboration, and brand ambassador showcases, OOH).
- Employed design fundamentals for typography, composition, layout, and color in design work for e-commerce regional mega campaigns' online exposure and branding.
- Developed multi-media branded graphics and visual content for localized social media campaigns (e.g. logo designs, short videos, GIF, landing pages, social media posts, EDMs).
- Collaborated with the designer team to create visually appealing digital assets by integrating brand guidelines, color theory, and composition techniques.
- Utilized Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Indesign, Adobe Premiere Pro) to develop across online and offline media designing such as social media communication contents and ads for Instagram, Facebook and TikTok, display advertising on billboard, email blast and short VDOs interactive visuals.

Graphic Designer and Social Media Associate, Fitness24Seven

2020 - 2021

- Working directly with a Marketing Manager and Art Director from Sweden to create assets for brand visual in online and offline (i.e. digital ads, social media banner, EDMs, brochure, workout time table, sign inside the gyms, lookbooks, GIF, short VDO and etc.)
- Designed creative digital displays used in online/offline advertising for local businesses (i.e. OOH inside MRT (Bangkok Underground), Digital Screen at the gym, Events).
- Ensure all creative work meets the company's standards for quality, relevance, and authenticity.
- Understand branding, layout, color theory and typography in both digital and print media.
- Create compelling and effective designs, layout, and media (including social, print, and digital to create high quality assets that are consistent with brand image).
- Illustrating concepts by designing examples of art arrangement, size, type size, layout composition and style and submitting them for approval to Country Manager.
- Creating a wide range of graphics and layouts for creative design with software such as Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro.
- Coordinated with external suppliers to verify quality and accuracy of printed materials (i.e. brochure, name card, signs, and etc.)
- Created engaging content for Fitness24Seven Thailand's social channels including Instagram Story, IGTVs and static posts, to keep social media platform updated and on brand (i.e. motivation content and short VDO for exercise, quiz, knowledgeable content, and etc.)
- Maintained Fitness24Seven Thailand's social media presence by posting messages, answering posts, and monitoring responses to gym members and new customers.

LANGUAGE



KNOWLEDGE

