

NATTHAPHON FOITHONG

UX Designer

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EDUCATION

Coursera

Google UX Design Professional Certificate

The Art Institute of Washington-Dulles

Sterling, VA (Apr 2011-June 2013)

Associate in Arts, Graphic Design

Tysons Institute

Vienna, VA (Apr 2007-Jan 2010)

Certificate, Information Computer Science

Kasetsart University

Bangkok, Thailand (Apr 1999-July 2002)

Bachelor in Science,

Clothing and Textile Management

SKILLS

Design

UX Research
UI/Interaction Design
Empathy Maps
Journey Mapping
Information Architecture
Affinity Diagram
Wireframing
Prototyping
Usability Testing
Responsive Design
Visual Design
Print Layout Design
Web Design
Mobile Design
Videography
Photography
Drawing

Tools

Adobe XD
Figma
Adobe Creative Cloud
(InDesign, Photoshop,
Illustrator, Lightroom,
Premiere pro, After
effect, Dreamweaver)
Microsoft Office
(Word, Excel,
PowerPoint

Programming

Languages
HTML, CSS

CMS Platform

Wordpress, Wix,
Squarespace

Working Knowledge

Full stack developer

Fluent in reading, writing and speaking

Thai and English

WORK EXPERIENCE

LAYOUT & AD DESIGNER

Simply Bowie & Alexandria Magazine (Feb 2020 • Contract • present)

- Responsible for the visual layout and articles will be tied together of a magazine. Uses photos, graphics and other forms of artwork to create the covers and inside pages of a magazine. And involved with designing layout of company website.
- Discussing with editors, circulation directors and advertising managers in order to discuss the appearance of the upcoming issue.
- Creating print and digital collateral Advanced knowledge of design principle, design development standards, techniques and methodologies and apply them such as typeface and fonts including color theory and composition for magazine's cover and headlines.
- Do research, analytical of trends and make the magazine unique.
- Organize and present information, planning, and time management to submit project before and/or on time. Finalized the project and provide the DIGITAL and PRINT for publishing.

GRAPHIC DESIGNER/PHOTOGRAPHER

Ferrari & Maserati of Washington (June 2019 • Present)

- Consult with supervisor to determine the scope of a project and advise supervisor on strategies to reach a particular audience.
- Create images that identify a product or convey a message that inspire, inform, or captivate consumers.
- Develop graphics and visual images for product illustrations, advertisements, brochures, magazines, logos, newsletters and websites based on design fundamentals such as color theory, composition, typography and more. Present the design to supervisor in visual design, industry standards and trends.
- Incorporate changes recommended by the supervisor into the final design.
- Communication with proposal stakeholders (Supervisor, Marketing Director, Sales Manager, Services, etc.) to develop and execute innovative graphic concepts for proposals and presentations in PowerPoint and ensure completion on all projects. Ability to provide feedback, ideas, concepts, etc. in an effective professional manor.
- Review designs for errors before printing or publishing them.

GRAPHIC DESIGNER

WordExpress, Inc. (Oct 2013 - Jan 2019 • present/part-time)

- To high-end consistency all design projects and implement identity for all marketing materials. Design layout and typesetting production jobs such as manuals, annual reports, books, large newsletters, brochures, posters, and invitation including Figures, Charts, Color themes and more.
- Work under tight deadline with multi-task. As well as preparing and revising proofs graphics and preparing files and follow the correct set of standards for transfer to the printer or publishing them on deadline.
- A strong, clean design aesthetic and a meticulous eye for detail.
- Proficient using Microsoft Excel, Power Point Word.
- Telephone communication skills with outside customers and internal customers. Detail oriented and organized.

FREELANCER GRAPHIC & WEB DESIGNER / PHOTOGRAPHER

Self-employed. (Oct 2013 • present)

- Serving a multitude of clients with design of advertising material such as websites, logos, menus, social media ads for print and digital design.
- Communication with clients, taking pictures, editing photos, and delivering finished products and create and capture these beautiful and enticing images of food for restaurant and promotional materials.
- Present concepts and ideas throughout the design and development process. An expert for visually communicating for business solutions and services.