



THANAPHAT BOONCHUTO

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Education

Academy of Art University
(Spring 2012 - Summer 2014)
MFA in Advertising, emphasis in Art Direction

Silapakorn University
(Spring 2005 - Spring 2009)
BS in Information Communication Technology (ICT),
emphasis in Animation and Graphic Design

Skills and Languages

Design & Animation :
Adobe Creative Suite - Proficiency in Photoshop,
Illustrator, InDesign, After Effects, Premiere & Muse,
UX and UI

Other skills:
Strong illustration/hand drawing skills & digital
photography

Social Media:
Facebook, Pinterest, LinkedIn, Twitter, Instagram,
Youtube, and Google+

Languages :
Thai (mother tongue)
English (full working proficiency)

Awards

ADDY 2014

Gold Prize Winner : ELEMENTS OF ADVERTISING
Digital Creative Technology "Foodprint" (Local Level)

Silver Prize Winner : ELEMENTS OF ADVERTISING
Digital Creative Technology "Foodprint" (District Level)

Silver Prize Winner : ELEMENTS OF ADVERTISING
Digital Creative Technology "Cashtag" (Local Level)

Silver Prize Winner : ELEMENTS OF ADVERTISING
Digital Creative Technology "Cashtag" (District Level)

Film Festival

The Mural Winner Best Documentary :
30 UNDER 30 Film Festival, 2014

The Mural Winner Best Documentary :
ICFF Indian Cine Film Festival, 2014

AAU Spring Show 2014

Silver Prize Winner : Print Advertisement Campaign
"Save the arts"

My online portfolio link : <http://www.tb-matt.com>

Objective

To serve as a creative for a company with a collaborative,
team-oriented approach to the creative process and where the
sharing of ideas and expertise facilitates continued professional
and personal growth.

Experience

Creative Spike (TH)

- Creative Group Head (Summer 2019 - Present)
- Won Pitching for Glico (whole portfolio of local market)
Created the Digital Campaign of Glicos' products
such as Pocky, Pejoy, Giant Cone ice-cream, and until special
event (Pocky 11.11 and Valentine 2021) mostly online, and did
adapted to use in more than 5 countries over Asia pacific.
 - Take care advertising and communication of Osotspas' products
Create a campaign come up with concept and execute for
Lipovitan - D, Chalarm, and Botan online and offline to use in
nationwide.
 - Created the Digital Campaign of Merz Aesthetics' products
such as Ulthera, Xeomin (Botulinum toxin) and Effortless Filler
online and apply to offline.

McCann Worldgroup - Commonwealth - Digital Foundry (TH)

- Digital Senior Art Director (Fall 2016 - Summer 2019)
- Create website , social content , digital campaign for Chevrolet
global that including USA, Mexico, Brazil, Korea, etc.
 - Come up with concept design , interactive ideas , photo shoot,
360 degree presentation, produce all assets for products.
 - Scope of work need to focus on each cars model that have
different feature & performance , users experience how people
interact with website , information communicate to users.

J. Walter Thompson Bangkok (TH)

- Digital Senior Art Director (Fall 2015 - Fall 2016)
- Created the Digital campaign of Johnnie Walker the Black List
2015 and Johnnie Walker The Way I Walk campaign.
 - Created the Digital campaign of Smirnoff Midnight 100
 - Created the Digital campaign to launch the new product of
Kimberly-Clark Malaysia called Kleenex Moist Wipe Tissue.

Free Range Puppies (US)

- Digital Art Director (Spring 2014 - Spring 2015)
- Lead Art Director
 - UI design for The Mural website & motion graphic for
The Mural documentary film.
 - UI design for Nativox application (web & iOS), and
lead Art Director for the 'Ana Say Yes'
intergrated campaign (film, web, social media &
direct marketing.)

Young + Hungry a creative co-op (US)

- Art Director Intern (Fall 2013 - Spring 2014)
- Lead Art Director, Brand Identity (logo, web and
business cards)
 - Lead Art Director, Campaign for SFMTA (San
Francisco Municipal Transportation Agency.)
Film, motion graphics, still photography & logo design
 - Lead Art Director. Trail's End Ranch radio show.
Brand identity and ambientadvertising.

Nlarge Graphic and More (TH)

Art Director (Spring 2010 - Fall 2011)

Chocolath Studio (TH)

Art Director and Compositor (Summer 2008 - Fall 2009)