

Panuves Ratanachaijaroen

Bangkok, Thailand | 099-004-1419 | panuves.contact@gmail.com
[Portfolio website \(recommended\)](#) | [Portfolio PDF](#) | [LinkedIn](#)

SUMMARY

Sasin MBA candidate and visual designer with agency and in-house experience designing pitch materials, interactive customer-journey prototypes and visual explanations of complex data platforms. I make technical products easier to understand through clear visual storytelling, and I work closely with engineering and business teams. I also built and launched the brand and GrabFood storefront for my own food business.

EDUCATION

Sasin School of Management (Chulalongkorn University) | Bangkok, Thailand *Master of Business Administration (MBA)* | Expected Graduation: 2026

- **Team Project: Green Wealth AI Booking Agent**
 - Contributed design and presentation work for a team AI booking-agent project; engineer teammates built the technical system.
- **Industry Research: Thailand Tourism Deep-Dive**
 - Applied PESTLE, SWOT and Porter's Five Forces to analyse Thailand's tourism sector, and jointly presented findings as part of a team economics project.

Mahidol University | Bangkok, Thailand

Faculty of Fine and Applied Arts | Major: Communication Design | Graduation: 2022

- **Key Project:** Designed Ecuna, an interactive cactus-information website prototype in Adobe XD, combining plant photography, care information and catalogue navigation.

PROFESSIONAL EXPERIENCE

Branding Designer | 160over90 | Aug 2024 – Feb 2025

- **Pitch Deck Design:** Designed branded pitch decks and presentation materials for agency client pitches.
- **Brand Synergy:** Integrated agency identity with diverse brand guidelines to create clear visual narratives for client pitch materials.
- **Cross-Functional Handoffs:** Prepared technical design documentation and assets for senior teams.

Visual Designer | Digital Vanguard | Aug 2022 – July 2024

- **User Journey Mapping:** Designed interactive prototypes for the General Manager to demonstrate "Before vs. After" customer journeys for client demonstrations.
- **Product Visualization:** Developed explainer videos visualising customer-data platform workflows, intended for internal software-engineer onboarding.

Graphic Designer Intern | OPPO | Sep 2021 – Dec 2021

- **Global Brand Compliance:** Designed infographics and social media assets for global product launches, maintaining strict brand identity across diverse digital platforms.
- **Marketing Collaboration:** Collaborated with marketing teams on visual advertisements.

DESIGN & PRODUCT PROJECTS

UI/UX Designer & Cofounder | Unihubs

- Designed the UI/UX for a professor-rating website for Thai university students.

Founder / Operator | Gashapon (formerly Junemax) | 2026

- Developed Junemax into Gashapon: created the branding, layouts and copy, generated and selected AI-assisted imagery, and set up and launched the GrabFood storefront.

SKILLS

- **Visual design:** Branding, presentation design, information design and visual storytelling.
- **UX/UI:** Customer-journey design, interface design and interactive prototyping in Figma and Adobe XD.
- **Creative tools:** Adobe Illustrator and Photoshop.
- **AI-assisted creative workflow:** Image generation, concept exploration and iterative refinement using tools such as Midjourney, Stable Diffusion, GPT and Gemini.
- **Business foundations:** Strategy, pricing and financial analysis through MBA coursework.
- **Languages:** Thai (native); English (IELTS Academic 6.5, November 2024).

INTERESTS

- AI-assisted creativity, interactive storytelling and game prototyping.
- Entrepreneurship and investing.
- Boulderling and aquarium keeping.