

# Chanon (Paul) Klaichang



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## PROFESSIONAL SUMMARY

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**Artistic Senior Graphic Designer / Art Director uses current digital graphic design software to produce and promote brand image in high volume, fast-paced environment. Provides advanced-level graphic design and development while following brand standards for various materials. Knowledge of color separations, prepress file preparation and other graphic design production.**

## SKILLS

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- 10+ years of experience as a graphic designer / art director
- Working knowledge of 3D modeling software
- A natural aptitude for creativity coupled with strong problem-solving skills
- Capability to effectively collaborate within a team
- Excellent time management skills with a proven ability to meet deadlines
- Ability to adapt to change and handle multiple, competing priorities
- Working knowledge of Design Thinking practices and methods and the ability to leverage these in the design process
- Detailed, hands-on experience working within an established design system to create scalable experiences across channels while maintaining consistency and brand integrity

## EXPERIENCE

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### Art Manager

*International Development Company, Roanoke, Texas, Jul 2018 - Jul 2024*

- Efficiently led and administered creative design projects in support of ongoing marketing and merchandizing programs for national manufacturer specializing in LED (Honeywell) and Solar Lights (Westinghouse)
- Conceived original designs and marketing concepts used in brochures, websites, packaging, displays, trade shows.
- Implemented project management software to streamline workflow and improve efficiency.
- Updated company website content regularly, maintaining fresh online presence.
- Established brand guidelines to ensure consistency across all visual materials.

### Senior Graphic Designer

*International Development Company, Roanoke, Texas, Nov 2015 - Jun 2017*

- Managed numerous projects simultaneously to meet tight deadlines.
- Produced high-quality product packaging designs that aligned with brand guidelines and attracted consumers.
- Created visually appealing marketing materials for clients, such as logos, brochures, and websites.
- Prepared final artwork files for printing or digital distribution while maintaining quality standards.
- Operated large scaled printers and CNC machine (ZUND) to create mockup packaging to enhance presentation.

### Brand Communication Strategist

*ABCD Group, Bangkok, Thailand, May 2007 - Mar 2014*

- Built out informed marketing and branding strategies based on collected market, competitor, or product data.
- Crafted creative briefs outlining campaign objectives, messaging, target audience, and desired outcomes.
- Conducted market research to identify industry trends and target audience preferences.
- Participated in brainstorming sessions to generate innovative ideas for new product launches or promotional campaigns.

# Chanon (Paul) Klaichang

## General Manager

*River Orchid Group, Bangkok, Thailand, Jan 2006 - Apr 2007*

- Structured internal operations and outlined policies and procedures.
- Developed and implemented strategic business plans to achieve company goals.
- Implemented marketing strategies to increase brand visibility and customer base.

## Creative Director

*Silver Spurs Co., LTD, Bangkok, Thailand, Jan 1995 - Jan 2006*

- Ensured consistency across all channels by establishing brand guidelines for visual identity and messaging.
- Evaluated effectiveness of marketing efforts, adjusting strategies as needed for optimal results.
- Resolved problems between production, fulfillment and customer service teams with excellent cross-functional collaboration skills concerning creative issues.

## EDUCATION

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### **Bachelor's degree:** Art Education

*Chulalongkorn University, Bangkok, Thailand*

*Minor: Interior Design*

## SOFTWARE

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- Adobe Creative Suite
- Microsoft 365
- Blender 3D
- WordPress