

thanya suwansawad



Digital Art Director for Fortune 500 brands and emerging organizations. To help create the magic, I nurture collaboration and alignment with key stakeholders and aspire to use human-centered design methods to help users—and companies—accomplish their goals happily.

DESIGN A generalist experienced in creating delightful visual and experience design solutions by providing nose-to-tail direction for UX/UI, campaign concepts, visual design, photography, and illustration.

TEAM COLLABORATION Led cross-functional creative ideation during the briefing process and developed solutions to clarify goals and facilitate team dialogue.

LEADERSHIP Managed teams with open communication and supported opportunities towards career and talent development and business growth.

THE HOW

Creative Strategy
Branding
Concept Development
Visual Design
Photo Direction
Collaboration
UX/UI
Content Strategy
Design Management
Creative Process-
Optimization & Scale

E-commerce
Digital Marketing
Fashion
Retail
Beauty
CPG
B2b

Website
Ad Banners
Email
Social Media
Animation
Motion Graphics
Interactive Media

User Research
Consumer Insights
Ideation
Group Brainstorming
Prototyping
Testing
Storytelling
Customer Journeys
User Flows
Experience Design
Data-Driven

Adobe CC
Sketch
InVision
HTML/CSS
Flash
Drawing
Painting
Printmaking

EDUCATION

B.F.A., School of Design, Illustration,
California College of the Arts (CCA), 1998.

Awarded 1997 CCAC All College Honors Scholarship

IDEO U, 2015: Insights for Innovation

Acumen + IDEO.org, 2015: Design Kit: HCD Design

d.school, 2015: Design Thinking Workshop

Adaptive Path, 2013: UX Intensive, 4-day workshop

SFSU College, 2013: Interaction Design

Gap Inc., 2007-2009: Management Training

THE WHAT

ELECTRO CREATIVE WORKSHOP / THE CLOROX COMPANY

2015 - Current

ACD / Art Director, Contract

Art direction and design of digital content for beloved brands. Driven by strategic design and responsive/mobile-first mindset, I created concepts, style guides, templates, photo libraries, email, display ads, social media, site content and platform updates.

Managed cross-agency integration and advised on rebranding, website redesign, app updates and launch and engagement efforts for **Clorox Professional Products**. AD/Design for Healthcare and Cleaning b2b sectors. Developed email system, email playbook, ad campaigns and external toolkits.

AD/Design for the **Hidden Valley** brand loyalty program to increase consumer engagement. Visualized consumer insights to illustrate a Journey map for **Brita**. Design for **Burts Bees, Soy Vay, Kingsford Charcoal, Glad, Brita, Fraganzia** and other Clorox initiatives.

GAP INC

2006 - 2015

Asst. Art Director, Sr. Web Designer, Web Designer

Evolved the digital customer experience at **Old Navy** online with the visual design of fashion marketing content and platform updates. Managed the execution and scaled growth of creative assets and branding. I pushed for excellence in creativity, led cross-functional brainstorming, advised designers, and collaborated with business partners in photo, marketing, merchandising, copywriting, production, UX and creative technology.

With my proven design leadership, our collaborative team efforts drove traffic volume and annual revenue growth from **350k to 1B+ in a 9-year period**.

NORDSTROM INC

2002 - 2005

Web Designer

Projects included creating vendor boutiques for industry-leading fashion and beauty brands, *Marc Jacobs, Kate Spade, Michael Kors, MAC, etc.* and developed inspirational marketing and promotional content. Supported double-digit increase in demand and consecutive revenue growth to 450k.

DRUGSTORE.COM

2000 - 2001

Web Designer

Designed online web content and provided photo art direction for merchandising promotions, department landing pages, and brand shops including BEAUTY.COM. Supported a 26% increase in net sales through collaboration with cross-functional partners to plan e-commerce site strategies and execute compelling promotions.

Portfolio available on request.

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