



# Thanya Suwansawad

CREATIVE STRATEGY + DESIGN

THE WHAT

Design director for Fortune 500 brands. To help create the magic, I nurture collaboration and strategy alignment with key stakeholders. I'm passionate about creating beloved customer-centric brand experiences.

**DESIGN** Experienced in leading strategic design, building brand design systems, creative marketing initiatives and product development.

**LEADERSHIP** Managed teams with open communication and supported opportunities towards career and talent development and business growth. Developed solutions to clarify goals and facilitate team dialogue. Provided direction to creative agencies and internal partners.

THE HOW

VP, Brand Design  
Lead, Special  
Projects

JP Morgan Chase

Sept 2018 - Present

To deliver on Chase brand consistency, I led my team to create a design system for owned media and digital marketing product design. We developed channel style guides and templates to align businesses to brand guidelines across the firm.

I directed agencies on special programs and paid media campaigns including Chase Sports & Entertainment and Chase Chats Webcasts to create style guides for in-venue and online activations.

I supported D&I strategic initiatives to improve financial literacy by providing design consultation on partnership programs for the Harlem community branch, Kneading Dough, Chase Chats with Serena Williams, Hart of It All, Advancing Black Pathways and Currency Conversations.

ACD / Art Director

The Clorox Company

Sept 2015 - Sept 2018

ACD/Art Director for Healthcare and Cleaning b2b sectors. I managed cross-agency integration and advised on rebranding, website redesign, app updates and launch and engagement efforts for Clorox Professional Products. I developed an email system, email playbook, ad campaigns and external toolkits.

I provided the art direction and design of digital content for beloved CPG brands such as Hidden Valley, Burt's Bees, Soy Vay, Kingsford Charcoal, Glad and Brita.



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## Asst. Art Director, Digital

Old Navy, Gap Inc.  
2006 - 2015

Evolved the digital customer experience at Old Navy online with creative fashion content, platform updates and optimized the design operation. I led a design team, facilitated cross-functional brainstorming, collaborated with business partners in marketing, merchandising, photo, 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 9-years.

## Sr. Web Designer

Nordstrom Inc  
2002 - 2005

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

### THE SKILLZ

#### Disciplines

Branding  
Experience Design  
Concepting  
Visual Design  
Design Thinking  
Design Management  
Creative Process-  
Optimization & Scale  
Product UX/UI  
Creative content  
Photo Direction  
Motion/Animation

#### Methods

Storytelling  
Customer insights  
User research  
Ideation  
Collaboration  
Prototyping  
Design sprints  
Customer Journeys  
User Flows  
Audits  
Comp analysis  
Data-Driven

#### Tools

Adobe CC  
Sketch  
InVision  
Keynote  
HTML/CSS

#### Industries

Finance  
Fashion  
Retail  
CPG  
B2B

### EDU

**California College of the Arts**, BFA 1998, SAN FRANCISCO

- 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

### ME

I live for love, family, travel, culture, music, style, art, food, entertainment, laughing, nature and human connection. I'm learning Korean.