

KUSUMA ARUNANONDCHAI

Art Director

EXPERIENCE

Art Director Apr 2023 - Present
Weber Shandwick Singapore

Working on MSD
Main focus: creative concept, pitching work

Freelance Art Director Jan 2023 - March 2023
Vayner Media Bangkok

Worked on Pepsi
Main focus: creative concept, activation, print, social, user interface design, on-ground activation

Regional Art Director Oct 2020 - July 2022
Red Fuse Communication Hong Kong

Worked on Colgate, PCA Skin
Main focus: creative concept, pitching work, branding, social, web design, print

Freelance Art Director Jun 2020 - Sept 2020
Plan B Media Bangkok, Thailand

Worked on Olympic Tokyo 2020, Red Cross Thailand, QminC, Milkland, LYO
Main focus: creative concept, various pitch works, branding, social, print

Art Director Oct 2017 - Aug 2020
Wunderman Thompson Bangkok, Thailand

Worked on Beierdoft, Kitkat, Line, Kimberly Clark, Huawei, Krung Thai Bangk, WMPMF, Uniliver, Johnie Walker, Smirnoff, Dmalt, TCP Group
Main focus: creative concept, various pitch works, print, digital, activations, social

Intern Creative July 2015 - Sept 2015
BBDO Bangkok, Thailand

Worked on Home Pro, Thailand Association of The Blind
Main focus: executing campaign, print

EDUCATION

BA(Hons) Product Design Oct 2014 - July 2017
Central Saint Martins London

3D Foundation Oct 2012 - July 13
Central Saint Martins London

ABOUT

I'm an advertising creative, born and raised in Bangkok, I've worked in Bangkok and Hong Kong and now residing in Singapore. I believe that good advertising campaigns are the one that recognises problems and raises the issue to help societies improve.

AWARDS

Cannes Lion
One Show
LIA
Effies
Adfest
AdStar
Spikes Asia
AdMan

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effect
Blender (Learning)

I LOVE

Getting lost in new cities
Discovering good eateries
Cat memes
Spinning
Manga
Leo beer