

# THANJIRA SANSANAVARNEE

## CREATIVE DESIGNER

 HEY FOLK! Studio

 [whatshehasdone.com](https://whatshehasdone.com)

 [linkedin.com/in/thanjira-s](https://linkedin.com/in/thanjira-s)

### CONTACT ME

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-  [Thanjira.sansanavarnee@gmail.com](mailto:Thanjira.sansanavarnee@gmail.com)
-  Melbourne, AUS

### AREAS OF EXPERTISE

- Graphic Design  
: Photoshop, Illustrator
- Videography and Editing  
: Capcut, Final Cut
- UX/UI : Figma
- Photography : Lightroom
- Motion design : After Effect
- Branding & Identity Design
- Social Media managing
- Creative Direction

### AWARDS

B.A.D YOUNG CANNES AWARD 2022  
Thailand Cannes Lion Representative Contest  
• SHORTLIST - Category Digital Campaign

B.A.D STUDENT WORKSHOP 2017  
The most competitive student award for  
the Advertising Industry in Thailand  
• TOP 5 Students in the Workshop  
• Received a job offer in the 2nd week

### EDUCATION

MASTER OF DESIGN  
Swinburne University | Australia  
2025 - Present

BACHELOR OF COMMUNICATION  
First class honours  
Advertising & Photography  
Thammasart University | Thailand  
2014 - 2018

### LANGUAGES

- ENGLISH - Fluent
- THAI - Native

### REFERENCES

JAE TAN - TGFX AGENCY  
CEO / Managing Director  
P : +61 413 001 703  
E : [jae@tgfx.com.au](mailto:jae@tgfx.com.au)

BILY MASRI - HEART MEDIA AGENCY  
Co-founder / Creative Director  
P : +61 420 636 517  
E : [bily@heart-media.com.au](mailto:bily@heart-media.com.au)

### PROFESSTIONAL SUMMARY

Creative Designer with 7 years of experience across the advertising and social media industries. With a background in advertising, I've developed a strong foundation in creative thinking, storytelling, and human insight.

Currently, I design social media content for businesses, managing the full production process from concept to delivery and bringing strong hands-on skills in both creative direction and execution. Expanding my focus into digital product design (UX/UI) to connect creativity with real human needs.

### EXPERIENCES

**MULTIMEDIA DESIGNER** MAR 2023 - PRESENT  
**FREELANCER | MELBOURNE**

*TGFX Agency, Heart Media, WonderWhy Media, Independent Clients*

- TGFX Agency : Shujinko, Milksha, Lukumades, Hama Film, Kata Kita, Yo-Arts etc.
- Heart Media : ONA coffee, Sachi, YAN, Chaching, Umami, Yoku, D'ORO etc.
- WonderWhy Media Agency : Amiri, Operator San, Tendonsan etc.
- Independent Clients : Katsuhon, Aunglo, KHAO, Kagetsu, Teow Teow, Pick Prik, Lepak
- Created end-to-end visual content, managing the full production process from concept development and shooting to editing and delivery. Produced weekly static posts and video reels, conducted food photography and videography, and collaborated with food influencers to enhance brand presence.
- Developed brand identity from scratch, including logo, menu design, brand personality, tone of voice, color scheme, and in-store displays.
- Successfully grew Aung Lo restaurant's Instagram page to over 10,000 followers within 5 months, achieving an average of 8,000 organic views per reels video.
- Created viral '5 Bowls 3 Mins Challenge' content for TeowTeow, achieving 74.6k organic views and nearly 2k shares, boosting business awareness and online conversations.
- Featured in mainstream local media outlets like What's On Melbourne and Broadsheet.

**CREATIVE ART DIRECTOR** JULY 2020 - JAN 2023  
**TBWA | THAILAND**

*Mcdonald's, IKEA, Wall's, Meiji, Maggi, Central, Chang, PTT station*

- Helped launch Meiji's new product 'Yoghurt Double Zero', achieving 1.2 million organic views on the video campaign and driving sales up by 14%.
- Meiji 'Keeps Hunger at Bay' print campaign shortlisted at New York Festival 2023.
- Created 'Busy Mom' print campaign for McDonald's on Mother's Day, achieving over 1.1k likes and 1k shares in 2 days. Featured in 10+ advertorial pages as a case study.
- Contributed to winning the pitching for CENTRAL, a major department store chain.
- Key person for presenting creative ideas to clients and finding brand solutions.
- Led and managed the production process, conducted art direction, and ensured the idea concept was effectively conveyed.
- Mentored creative art director interns.

**JUNIOR CREATIVE ART DIRECTOR** JULY 2019 - JAN 2020  
**SOUR BANGKOK | THAILAND**

*Olympic 2020 campaign, Cute Press, Sangsom*

- Contributed to creative brainstorming, concept development, art direction, pitching, production process, and multimedia design.
- Created key visuals for 2020 Olympic event digital billboards across Bangkok.
- Official selection at the London Fashion Film Festival 2020 for Cute Press 'Sweet Mask.'

**JUNIOR CREATIVE ART DIRECTOR** MAY 2018 - JUN 2019  
**GREYNJ UNITED | THAILAND**

*KPLUS, Kasikornbank, Smooth-E, CP*

- Coordinated the launch of the viral 'FACE/OFF' campaign for KPLUS, an online banking app, resulting in over 3 million new downloads and achieving 65 million+ views and 640 million+ impressions. Contributed to concept ideation, worked with the production team, and created various artwork for billboards, branch displays, and application displays nationwide. Received 2 Silver Cannes Lions, 2019 in Viral Film and Local Brand categories.
- Selected to Participate in Spikes Asia 2018 Advertising Awards, Singapore