



 p.phusanti@gmail.com

 Bangkok, Thailand

 www.mercyphu.com

 Pohnnapat Phusanti

POHNNAPAT PHUSANTI (MERCY PHU)

PROFILE

I am a multi-disciplinary designer who has board experiences in art, design, exhibition curation and cultural analysis, and I specialise in illustration, graphic design and moving image. I am passionate and ambitious about creatively challenging myself, and I have an ability to work in diverse teams, while being adaptable through my current and growing skillset.

SKILLS

Graphic Design
Illustration
Creative Content
Branding (Visual)
2D Animation
Retouching
Video Editing

PROGRAMS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premier Pro
SparkAR
Procreate
Microsoft Office

Familiar With Both MacOS and Windows
Capable to use Google Workspace

LANGUAGES

English & Thai (Beginner to Mandarin and Japanese)

INTEREST

Art and History Museums
Interactive & Game Design

World History Books
Comic and Cartoon

JOB EXPERIENCE

VAYNERMEDIA (APAC)

Designer MAY 2021 - PRESENT

- Managed overall visual processes and brand key visuals to match with the concept of the products and services for the client.
 - Worked and collaborated with the creative team and/or production houses to create new ideas for each campaign such as Tipco Soza & Tipco Izzi (New Products), Pepsi Music Same Great Taste (Pitching) and Disney+ APAC (Pitching).
 - Designed various type of visual artworks; online and offline ads, key visuals, illustrations, motion graphics, packaging design, instagram filters, banners, eDMs, etc.
- Clients :** Disney+ (APAC), Pantene, Pepsi, Tipco, Aura, Prudentials and Pocky (Australia)

WUNDERMAN THOMPSON (THAILAND)

Digital Designer FEBRUARY 2018 - JULY 2019

- Collaborated with the creative team to design digital ads.
 - Designed various type of visual artworks; online and offline ads, GIFs, website banners, UI design, newsletters and content covers.
 - Capable to adapt designs and solve problems according to clients' conditions and ads policies.
- Clients :** Huggies, Shell, Johnson's, Colgate, Protex, Neutrogena, Care, Frisky and Supercoat.

BANGKOK FASHION & ART INSTITUTE Content/Project Creator & Designer

FEBRUARY 2017 - DECEMBER 2017

- Successfully created and organised activities, campaigns and fashion contents which gained new clients and content shared.
- Designed various type of visual artworks; online and offline ads, posters, content/video covers etc.
- Performed as a multi-task position which showed management ability, moreover, worked as the role of a temporary sales executive and consultant which made extra profit for the company.

EDUCATION

UNIVERSITY OF THE ARTS LONDON 2019 - 2020 *Distinction*

Master of Arts
Illustration and Visual Media
United Kingdom

THAMMASAT UNIVERSITY 2012 - 2015

Bachelor of Fine and Applied Arts
Fashion Design (Pastraporn)
Thailand



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Design Projects

<https://www.behance.net/mercyphu>