



PAWENA THIMAPORN
pawenastudio@gmail.com
www.pawenastudio.com
linkedin.com/in/pawena

SUMMARY

Senior Designer experienced and specialized in design and art direction. Demonstrated ability in managing visual communication design, including: brand identity, data visualization, iconography, packaging, book design, product graphic, and UI design. Proficient in working from design concept to final production.

PROFESSIONAL EXPERIENCE

HERE (A NOKIA COMPANY), Los Angeles, CA **Senior Designer, Everyday Adventure Lab, 2013 - 2015**

Led art direction and design visual theme for family products. Worked day to day with multidisciplinary including product designers, software engineers, interaction designer and copywriter from concept development to production.

- Developed visual design theme and direction for the team to use as a guideline, improving consistency in font, graphic style and color.
- Developed graphic elements, brand identity, UI graphic, and set of icons that can be used throughout family products, helping to maintain consistent family look and feel.
- Worked closely with software engineer to prototype design concept by providing ideas, design samples and specifications, helping the team visualize how the design can look and feel on actual products both on devices and on screens.

NOKIA DESIGN, Los Angeles, CA **Senior Designer, Advanced Design, 2006 - 2012**

Provided art direction and design in visual design area, helping the team for all conceptual projects in UI design, iconography, illustration, photography, and graphics on prototypes, book design and presentation. Projects helped influence the direction of the company future products.

- Developed visual design theme and direction for the team to use as a guideline, improving consistency in font, graphic style and color.
- Developed graphic elements, brand identity, UI graphic, and set of icons that can be used throughout family products, helping to maintain consistent family look and feel.

NOKIA DESIGN, Los Angeles, CA **Senior Designer, Visual Communication and Experience Design, 1999 - 2006**

Art direction and design for the Focus Appeal business line, including the Premium, Fashion and Active collections. Directed multi-disciplined design teams of motion designers, sound designers, interactive designers, flash



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EDUCATION

Bachelor of Fine Art with honors in
Graphic Design,
Art Center College of Design, Pasadena, CA

Bachelor of Architecture in Industrial Design
King Mongkut's Institute Of Technology Lardkrabang, Bangkok Thailand

designers, packaging designers, print designers, photographers, illustrators, and copywriters. The teams comprised of 5 to 8 people at a time to work globally and locally. Developed solutions and worked with key technology vendors such as Nissha, & Crown Container Corp to implement and oversee production of designs.

- Developed design concept and theme for each collection and determined visual style to help differentiate the collections. Distributed visual guideline to other teams in organization to help create consistency from products to launch.

RECOGNITIONS

L'AMOUR INSPIRATION BOOK
Design excellent for 365 : AIGA Annual Design Competition 27 AIGA

Regional design annual for Prints Magazine

Perfect 10 for How magazine

PACKAGING DESIGN AWARD
for Thai Cement Company, Thai Packaging Center

EXHIBITION

L'AMOUR PACKAGING SET - "Women in design" for Finish Design Museum

Photography group exhibition
"Prathuang" for Art Center College of Design South Campus