



PARINYA (PARYN) DAMSUWAN

UX-UI DESIGNER / ART-DIRECTOR

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I am an interactive media designer with a background as an Art Director and Graphic Designer. The intersection of design and interactivity is fascinating to me, and I specialize in UX/UI design. I am passionate about bringing the aesthetic of art and functional utility that comes from crafting human-centred experiences. Creating digital solutions that create meaningful connections and encourage reflection is my joy. Outside of the screen, I also enjoy illustration practice as a medium for creative exploration and conceptual storytelling.

HARD SKILLS

UX/UI

User Research | User Flows | Wireframing
| Information Architecture | Low-Fidelity &
High-Fidelity Prototyping | Design Systems |
Responsive Design | Interaction Design

Front-End

HTML | CSS | JavaScript | Responsive Web
Design | Basic Web Development

Visual Design

Layout Design | Typography | Art Direction
| Branding | Editorial Design | Illustration |
Motion Graphics | Visual Storytelling

SOFT SKILLS

- Adaptability
- Creative & Critical Thinking
- Project Organization
- Time Management
- Visual Storytelling
- Team work

EDUCATION

2025-2026

**Interactive Media Design,
Seneca Polytechnic College**

Toronto, CA

- Studied UX/UI, multimedia design, sound, VFX, and 3D interactive media
- Applied design thinking and conceptual development to digital experience projects
- Developed knowledge in branding, and marketing-focused design strategies

2014-2017

**3D-Based Communication Design,
Faculty of Architecture (Bachelor's Degree)
King Monkut's Institute of Technology Ladkrabang**

Bangkok, TH

- Studied visual communication, spatial design, and 3D conceptual development
- Developed strong foundations in branding, composition, and design presentation
- Created multidisciplinary design projects combining creativity and problem-solving

WORK EXPERIENCE

2025

**Graphic Designer (Part-time)
Pii Nong Thai Eatery**

Toronto, CA

- Designed menu layouts and branded visual materials
- Created digital and social media content for online engagement
- Maintained visual consistency across promotional materials

2021-2023

**Art-Director
VML Y&R Thailand (Advertising Agency)**

Bangkok, TH

- Led art direction and visual development for integrated advertising campaigns
- Designed key visuals and digital campaign assets across multiple platforms
- Produced visual storytelling solutions for online, outdoor, and marketing campaigns

2018-2021

**Visual Designer
Unplan BKK Studio (Design studio)**

Bangkok, TH

- Designed wayfinding and environmental graphic systems
- Developed editorial layouts and publication design materials
- Created visual concepts for exhibition and spatial design projects