Muji Sawadatikom

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Experience

Sep 2024 - Dec 2024
Teaching Assistant
ArtCenter College of Design
Pasadena, CA
Packaging Design 2 | Daniel Hoy

Supported students in brand strategy and identity development for Trader Joe's and its sub-brands, providing feedback on brand positioning, logo design, typography, color choices, dielines, appearance modeling, 3D modeling, rendering, art direction and deck development to ensure cohesive branding.

May 2024 – Dec 2024
Graphic Designer
Research@artcenter
Pasadena, CA

Responsible for Brand Development, Logo Design, and Brand Guidelines to establish a cohesive identity for the research team. I create infographics focusing on typography using InDesign, Adobe Illustrator, and Figma to achieve effective visual communication.

Course Projects

May 24 - Aug 24
UI Explorations
UI Design | Case study

Developed UI Explorations based on different prompts.

May 2024 – Aug 2024
Anderson's Pure Maple Syrup Redesign
Rebranding | Case study

Crafted a redesign for Anderson's Pure Maple Syrup, including conducting market research, developing a new brand identity, packaging design, brand positioning, concept development, and art direction.

Sep 2022 – Dec 2022
ROUNDHOUND App Design
UX/UI Design | Case study

Led the UX/UI design process for ROUNDHOUND, from user research, IA, prototyping, design system development and logo. Created user flows, experience maps and low- and high-fidelity wireframes for phone, desktop, and watch interfaces.

July 2023 – August 2023
The Space Between
Motion Design Project

Experimented with After Effects to craft compelling visual storytelling through graphic illustrations and animations.

Skills

Software
Figma, InDesign, After Effects, Illustrator, Photoshop, Lightroom, SolidWorks, KeyShot, HTML/CSS, Framer

Design
UI/UX design, prototyping, package design, art direction, brand identity development, motion design, deck building, user research, story telling, information architecture, journey mapping, wire framing

Other
Photography, laser cutting, Kongsberg cutting, 3D Printing, Model making

Languages (Native)
English and Thai

Recognition

ArtCenter Provost's List
2021-Current

Foundations in Ethical Research With People
CITI Program Certificate

Education

BSci Interaction Design
ArtCenter College of Design
Pasadena, CA
Expected Fall 2025