

MANAMAI RODPETCH

Tel: 917-257-6626 E-mail: manamai31@gmail.com

Born in 1988 in Bangkok, Thailand.

Currently lives and works in New York

Education

2019 Pratt Institute, Master of Fine Arts, Interactive Arts (GPA 3.940)

2010 Anhalt University of Applied Sciences, department of design, Germany, Certificated

2010 King Mongkut's Institute of Technology Ladkrabang, Bachelor of Fine Arts

2009 Kasetsart University Laboratory School

Experience

CURRENT - ASSOCIATE CREATIVE DIRECTOR, VMLY&R NEW YORK HEADQUARTER

Design and implement creative for global brands with expertise in Customer Experience (CX), UI/UX experiential design, design language systems, web design and app design (Clients: Ford, Intel, Microsoft, Walgreens Booth, BA, Sherwin-Williams, Joann Fabric,)

2019-2020 SENIOR ART DIRECTOR, SAATCHI AND SAATCHI WELLNESS (CONTRACT)

Created marketing solution, concepting campaign idea for HCP, dermatology, cardiovascular and oncology. Design marketing materials in various platform - print, brochure, playbook, TV spot, etc. (Clients: Humira, Maltaq)

2019 CONTENT PRODUCTION ARTIST, APPLE, CUPERTINO CALIFORNIA (CONTRACT)

Content Production Studio Artist for Apple via Hogarth Worldwide Inc. Responsible in designing and localizing visual and UI for new products launch in September'19 also March'20 (Product: iPhoneXR, iPhone 11, iPad new Gen, Apple Watch.)

2019 SENIOR VISUAL DESIGNER, HAVAS WORLDWIDE (CONTRACT)

Designed user interface for Havas North America website on desktop and mobile platform.

2017-2019 - DIGITAL ARTS FACULTIES ASSISTANT, PRATT INSTITUTE NEW YORK

Assisted professor Michael O'rouke. Assist to create and draft illustration drawing and develop website. Also, assisted Linda Lauro-Lazin. Assists faculty member with class preparation. Design poster for lecture series.

2014-2017 CREATIVE, BBDO BANGKOK

Worked on creative idea and implemented integrated forms of media to create marketing solutions and designs that helped regional and local clients to achieve business goals.

(Clients: Honda, Samsung, Visa, Snickers)

2013-2014 CREATIVE – OGILVY&MATHER BANGKOK

Generated integrated platforms, including TVCs, communication design, and digital channel for global and local accounts to achieve business goals: (Clients:KFC, IKEA, Singha cooperation, etc.).

2011-2013 CREATIVE – TBWA\THAILAND

Generated integrated platforms, including TVCs, communication design, press ads, and digital channel. (Client: Yamaha, McDonald's, NuSkin, Land & House Property.)

2011 GRAPHIC DESIGNER – CREATIVE JUICE\BANGKOK

Responsible in designing graphics to apply on brand communication mediums, (Clients: Tamiya, Dtac Network Company, and Cotto.)

Awards and Honors

2019 Pratt Graduation Award: Excellence in Academic Achievement and Silver honors cord

2018 Bronze award, Cannes Lions International Festival of Creativity, from "Predict to Prevent" Samsung application, the application with the keyboard that help communicate with people with depression.

2017 Finalize award, Cannes Lions International Festival of Creativity, Adstar : 2 silvers, 1 bronze London International Award : 1 Bronze,

AdMan Awards & Symposium : 2 silvers, 7 bronzes from " Immortal adoption" , work with Son Dog foundation to create the website platform that helps pet owner finding their second dog that look alike the previous love one by utilizing dog's breed , color and face recognition.

2016 Cannes Lions International Festival of Creativity : 2 bronzes 1 shortlist

Spikes Asia : 3 Bronzes

AdMan Awards & Symposium : 3 Bronzes

2015 Cannes Lions International Festival of Creativity : 1 Shortlist

London International Award : 1 Silver 1 Bronze

One Show : 1 Bronze Adstar : Grand prix direct

Adfest Asia : 2 Golds 1 Silver

2014 Selected by Bangkok's Art director Association to be a deputy of Thailand to Young Spikes Asia Competition 2014

2012 Bangkok's Art Director Association Award: 1 Best of Show, 1 Best Radio campaign, Best Copywriting, 2 Golds radio spot
AdMan Awards & Symposium: 1 Gold, 2 Silvers

2011 Cannes Lions : 1 Gold Design
One Show : 1 Grand Prix Design
Adfest Asia : 1 Gold Design
AdMan Awards & Symposium : 2 Golds
Bangkok's Art Director Association Award : Best Design

2010 Honorable Certificate of Outstanding Performance in Communication Design from Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang

Talks

2015 Guest lecturer, King Mongkut's Institute of Technology Ladkrabang

2014 Guest lecturer, Suan Dusit University

2009 Guest lecturer, Satit Prasarnmit Demonstration School

Selected Exhibitions

2019 Pablo's Birthday Gallery, Manhattan, NY

2018 Student Exhibition from Interactive studio class, Digital Arts Gallery, Pratt Institute NY

2017 Student Exhibition, Digital Arts Gallery, NY

2010 Ploy Saeng Exhibition, Thailand Creative & Design Centre

Publications

2011 Every Single Day, *Computer Art Magazine Thailand*

2011 Every Single Day, *A Day Magazine*

2009 Organic Blend, *Computer Art Magazine Thailand*