



BRAND & VISUAL DESIGNER

SEEN RONGKAPAN

seenrongkapan.com
hello@seenrongkapan.com
510-813-4278

EXPERIENCE

Senior Designer, Growth Marketing

Instacart, Remote • November 2022–Present

- Collaborate closely with with cross-functional partners through the implementation phase to realize design vision
- Partner closely with marketers, creative writers, and design lead to deliver on-brand, on-strategy, and high quality work across all CRM & paid marketing channels
- Execute high volume of deliverables simultaneously
- Delivered 70+ emails, banners, prints, and in-app assets
- Participated in developing new email templates and design concepts that helps drive up CTR and customers engagement

Brand & Marketing Designer

Postmates by Uber, San Francisco, CA • February 2020–May 2022

- Partnered closely with creative writers and marketing team to create and delivered 40+ marketing emails, social media, and in-app assets
- Assets created include typography and layout design, photoshopped images, illustrations, and motion graphics
- Create high-quality work that's on-brand and on-strategy
- Ideate and design in brand campaigns with partner merchants (Emails, Social Media, Prints)
- Execute high volume of deliverables simultaneously

Visual Designer (Contract)

Minted, San Francisco, CA • September 2019–January 2020

- Participated in conceptualizing and designing the CRM marketing campaigns throughout the 2019 holiday season
- Collaborated closely with the marketing team to ensure
- Created and delivered over 30 assets for marketing emails, landing pages, social media, mailers, and printed catalogue
- Present creative concepts and designs to cross-functional teams for review and concept ideation

Digital Designer (Contract)

Healthline Media, San Francisco, CA • May 2019–August 2019

- Worked closely with creative director, lead illustrator, and marketing team to conceptualized the online marketing campaign for MS Buddy and BC Buddy mobile app (Now Bezzy MS and Bezzy BC)
- Assisted the lead illustrator on illustrations for the campaign
- Designed the ads layouts for Facebook, Instagram, and Pinterest
- Delivered over 60 marketing assets across the two products

SOFTWARE

Adobe CC: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe XD
Figma, Sketch, InVision
Procreate
Microsoft Office, Google Docs, Keynotes

SKILLS

Visual & Graphic Design
Marketing, Branding, Campaign
UI/UX Design, Interactive Design
Package Design
Motion Graphics, Video Editing
CSS & HTML

LANGUAGES

English (Fluent)
Thai (Native)
Mandarin (Basic)

EDUCATION

Academy of Art University
San Francisco, CA
MA, School of Interactive & UI/UX Design
Academy of Art University
San Francisco, CA
BFA, School of Graphic Design



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Freelance Designer

Juli Shore Design, Oakland, CA • October 2017–April 2018

- Partner with the creative director and a senior designer to design packaging and constructed real-life mock ups for clients
- Products including whiskey labels, body care packaging, and baby snacks containers
- Designed internal documents layout for clients

Design Intern

Travel with Terra, San Francisco, CA • August 2016–November 2016

- Created logo and branding assets for the brand
- Created 15+ marketing assets for social media (Images, Videos, GIFs)
- Redesigned parts of the existing UX design of the mobile app
- Tested user flow tasks and addressed the problem with the dev team

Design Intern

Far East DDB Frameline, Bangkok, Thailand • June 2015–August 2015

- Assisted the marketing team in brainstorming and ideation of clients' upcoming campaigns
- Worked with the design and marketing team to create and delivered 15+ marketing assets for clients brand campaigns
- Assets include, printed calendars, brochures, campaign's logo, and image assets for social media campaigns

ACKNOWLEDGMENTS

Gold Winner – Packaging Series,
Graphis New Talented Awards 2018

The Dieline, 2017

Packaging of the World, 2016

REFERENCES

Available upon requested