

Aschariya (Ash) Thongcharoenpanich

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Career Experience

Graphic Designer | San Francisco, CA

07/2022 to Present

Creative, versatile, and detail-oriented graphic designer with a passion for delivering compelling visual solutions. With 3+ of experience in digital media, I excel in translating complex ideas into engaging designs across various platforms. My expertise lies in brand development, logo design, and layout composition, coupled with a strong understanding of typography and color theory.

Driven by a commitment to excellence, I thrive in collaborative environments where I can leverage my communication skills to understand clients' needs and exceed their expectations. My ability to balance creativity with strategic thinking allows me to deliver designs that not only captivate audiences but also achieve desired business objectives.

Proficient in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), I am constantly seeking to expand my skill set and stay updated with the latest design trends and technologies. With a keen eye for aesthetics and a dedication to delivering high-quality work on time and within budget, I am eager to contribute my talents to projects that inspire and innovate.

Skills:

Design: Wireframe, prototyping, illustration, photography, pencil sketching, storyboard

Software + tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Adobe Dimension, Adobe Lightroom, Adobe AfterEffects

Freelance Designer

2018 - Present

- Supported multiple clients with a focus on the dining industry including restaurants Lers Ros, Thonglor Thai, Esan Classic Thai restaurant, and more.
- Developed and executed creative concepts for a wide range of projects, including branding, marketing materials, and digital assets.
- Produced visually appealing designs that align with client objectives, brand guidelines, and industry standards, while also pushing creative boundaries.
- Collaborated with clients, project managers, and other stakeholders to understand project requirements, provide creative insights, and deliver designs that meet or exceed expectations.
- Utilized industry-standard design software and tools, such as Adobe Creative Suite (Photoshop, Illustrator, Indesign), to create and refine concepts with precision and efficiency.
- Managed multiple projects simultaneously, prioritizing tasks and meeting deadlines in a fast-paced environment, while maintaining a high level of quality and attention to detail.
- Stay current with design trends, techniques, and technologies, and integrate new ideas and best practices into design projects to ensure relevancy and innovation.

Waitress | Lers Ros Thai restaurant

2015- Present

- Proficient in building strong rapport with guests through attentive service, active listening, and personalized interactions.
- Excel in multitasking and prioritizing responsibilities to ensure efficient service delivery. Managing multiple tables while maintaining attention to detail and quality.
- Skilled in quickly addressing and resolving customer concerns and complaints with diplomacy and professionalism.
- Meticulous in maintaining cleanliness, orderliness, and accuracy in all aspects of service.
- Thrived in a collaborative environment, working closely with colleagues to deliver seamless service and support each other during busy shifts. Contributed to a positive team dynamic through cooperation reliability, and a willingness to assist wherever needed.

Education

Bachelor of Fine Arts School of Graphic Design, 2021

Academy of Art University, San Francisco, CA