

JEERAYUS AKARAWANITCHA
PORTFOLIO PROFILE
YEAR 2021

“

I work on developing brands, local and international,
and of all shapes and in all fields from energy to hospitality,
from retail business to corporate industry.

Jeerayus A.



EDUCATION

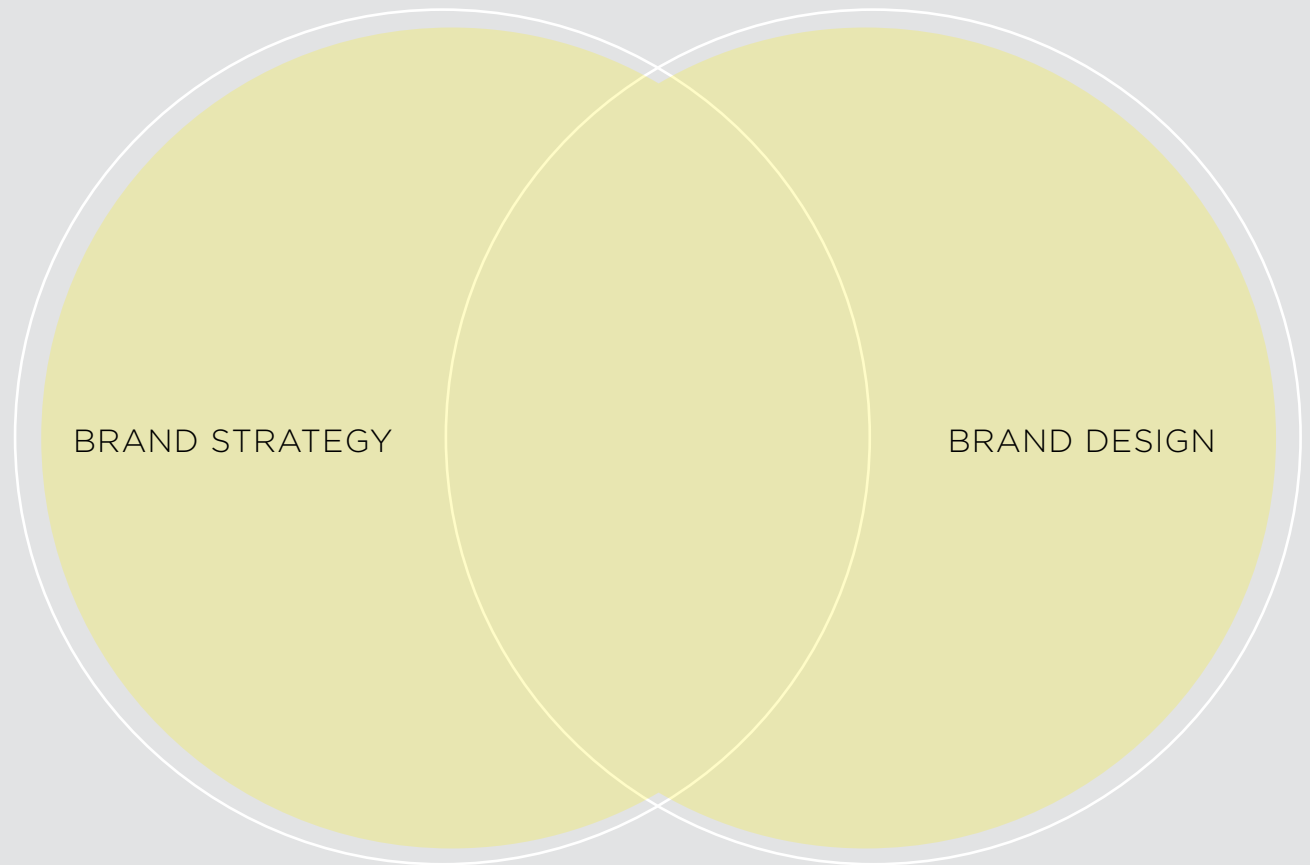
- 2009 – 2011** **Pratt Institute, New York**
MS Communications Design
- 2008 – 2009** **School of Visual Art, New York**
Certification, Communications Design
- 2004 – 2007** **Chulalongkorn University, Bangkok**
LL.M. Law

EXPERIENCE

- 2018 – Present** **ONYX Hospitality Group**
Brand & Design Manager
Manage strategic approach through to design execution of hotel, restaurant and spa projects. Ensure the deliverables meet brand standards, and all internal stakeholders & hotel owners expectations are aligned. My responsibility ranges from brand, marketing & digital communications, hotel design direction, signage & way-finding system, interior design direction, service design, and operational support.
- 2015 – 2018** **Impact Electronics Siam**
Brand Designer &
Corporate Communications
Managed brand strategy through to design execution. My achievements have included directing the UI/UX of a solar rooftop monitoring system for customers, managing communications strategy of the largest wind energy project in ASEAN, and changing the solar rooftop industry impression to be accessible through design strategy.
- 2013 – 2014** **Bangkok University International College**
Adjunct Professor
Coordinated and lectured an Art Appreciation Module for major students. Designed a curriculum tailored for students of various backgrounds so they could engage with art and see how it influences daily life.
- 2012 – 2013** **Quo Global**
Creative
Led and worked with team on cutting-edge projects for many of the world's leading hospitality corporations (i.e. Marriott International, IHG, Hilton, Soneva). Duties included everything from establishing brand guidelines to implementing design production.
- 2012** **Blink Design Group**
Graphic Designer
Led several branding and way-finding system projects for hospitality and corporations across Asia and Pacific, and assisted architects and interior designers to develop ideas used in their designs.
- 2011** **Über Inc., New York**
Graphic Design Intern

SKILL SETS

I AM A DESIGNER
WITH A STRATEGIC
MINDSET



STRENGTHS

Branding	●	●	●	●	●
Packaging	●	●	●	●	●
Editorial	●	●	●	●	●
Art Direction	●	●	●	●	●
Ability to Learn	●	●	●	●	●

ABILITY TO

- Manage client's expectations
- Manage team members
- Manage cross-departmental projects
- Nurture non-designers
- Be a supportive team player

PROFICIENT IN



KEY BRAND PROJECTS
COVER IN RESPECTIVE
INDUSTRIES

HOSPITALITY

SPA & WELLNESS

RETAIL

ENGINEERING

Following pages are to showcase brand-related design implementation reflecting particular brand positionings only.
For other design portfolio, please visit my portfolio website appeared on the back cover.

INDUSTRY:
HOSPITALITY
CLIENT:
ONYX HOSPITALITY GROUP

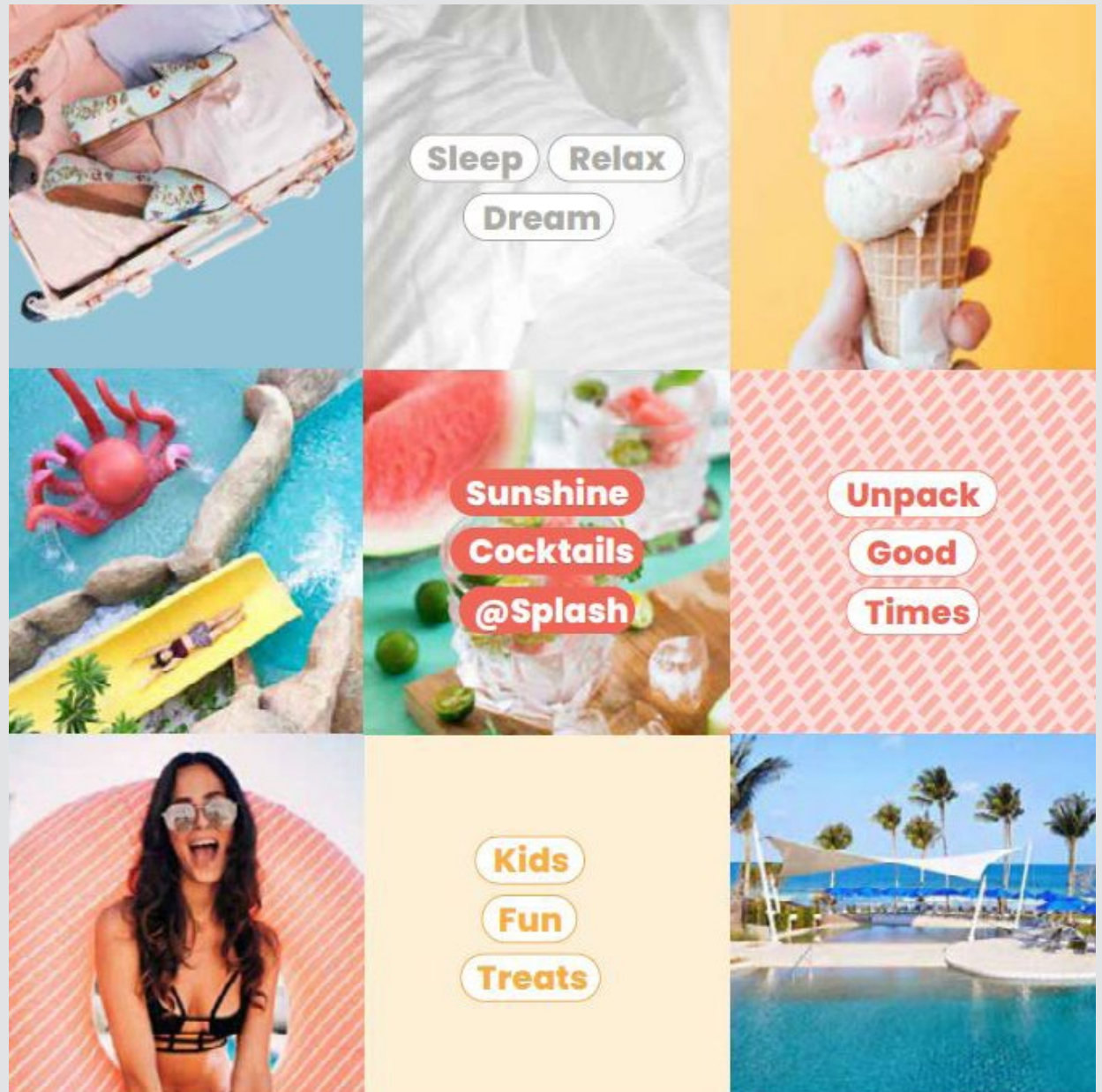
POSITIONING STATEMENT:



**If it's not fun, you're
not doing it right.**

OZO | Mood Board & Scope of Work

- Brand visual refresh
- Visual identity guidelines
- Brand collateral
- Interpret brand direction into hotel design spaces
- Interpret brand direction into hotel F&B outlet concepts



**Crazy
Christmas
Party**



99% Off
2'nd Night



**Sunshine
Cocktails
@Splash**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit sed diam nonummy nibh
euismod.



OZO | Design Sample | Collateral Design





Lorem

Ipsum

Dolor

Mauris pellentesque sapien ac nunc consequat, vel rutrum orci mollis. Phasellus venenatis commodo ante sed faucibus. Nulla placerat ante mattis efficitur consectetur. Praesent id mi pulvinar, tristique turpis quis, blandit metus. Palo placerat ante mattis efficitur consectetur. Praesent id mi pulvinar, tristique turpis quis, blandit metus evitus.

Contact

MF Building, 2nd Floor, Chaandhanev
Male, Maldives 20189, Male, Republic of Maldives
T +960 300 5518 F +960 300 5516 E havodda@amari.com

Grab your sunnies, slap on some sun block, and unpack good vibes at OZO

www.ozohotels.com



OZO

Unpack. Good. Vibes.



Lorem

Ipsum

Dolor

Lorem Interdum Dolor

Mauris pellentesque sapien ac nunc consequat, vel rutrum orci mollis. Phasellus venenatis commodo ante sed faucibus. Nulla placerat ante mattis efficitur consectetur. Praesent id mi pulvinar, tristique turpis quis, blandit metus. Palo placerat ante mattis efficitur consectetur. Praesent id mi pulvinar, tristique turpis quis, blandit metus evitus.



Nulla tincidunt leo exet condimentum magna viverra at.

48 Beach Villas
58 Overwater Villas
12 Beach Pool Villas
2 Overwater Pool Villas

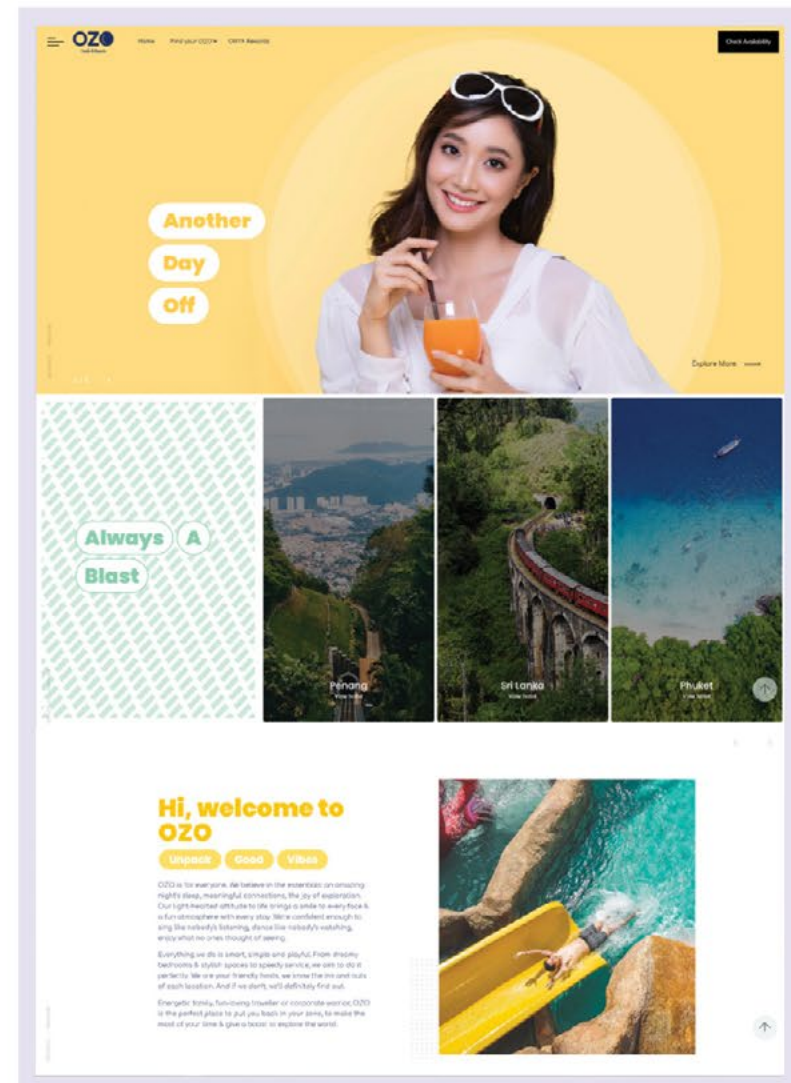
Lorem Interdum Dolor

Tem a delenis ilite occus dus nonsequatur, occum velluptur, cus re eossimi libusame vollaceat velit, aborem quibusdaecae recus ullupat arum nusdame nobit re pedi berum, odis mi, volum qui net elendes ciuntium que nonsent fuga. Score esto eumqui con essus.

Column 1	Column 2	Column 3	Column 4
Row 1	Information	00.00	Information
Row 2	Information	00.00	Information
Row 3	Information	00.00	Information
Row 4	Information	00.00	Information
Row 5	Information	00.00	Information
Row 6	Information	00.00	Information
Row 7	Information	00.00	Information
Row 8	Information	00.00	Information
Row 9	Information	00.00	Information

* Omnis voluptatilis eaquis non net, quam earunt

OZO | Design Sample | Website Design



OZO | Hotel Spaces | Guest Room Example

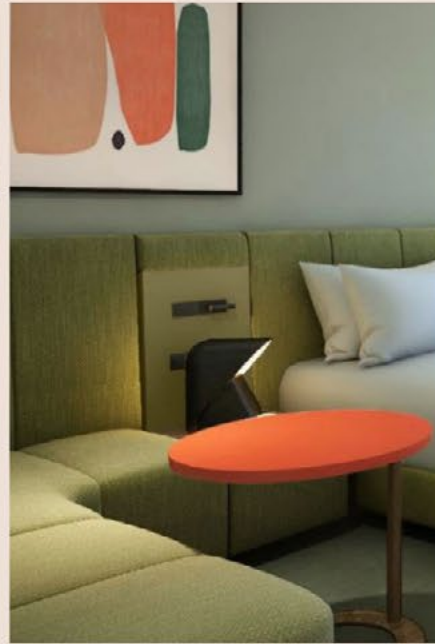




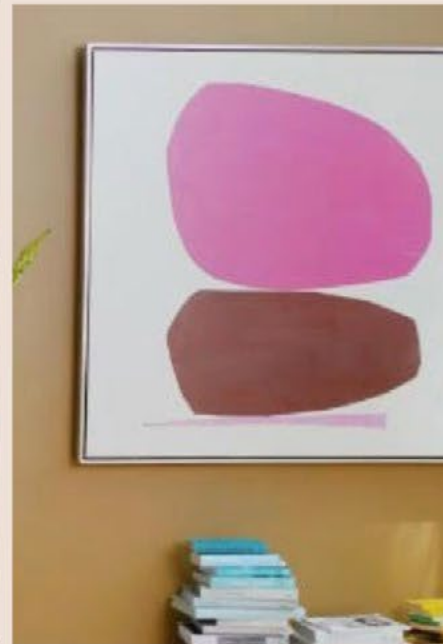
Open Luggage & Hanging



Free-standing Mini Bar Unit



Cushioned Headboard that Integrates Bed & Sofa



Artwork



Application of Colour & Pattern



EAT & CONNECT

THAI MAINS

- | | |
|---|-----|
| Pad Thai Goong
ผัดไทยกุ้ง | 250 |
| Pad Kaprow Neua Kai Dao*
ผัดกะเพราเนื้อ เสริฟพร้อมไข่ดาว | 240 |
| Gai Pad Med Mamuang*
ไก่ผัดเม็ดมะม่วง | 240 |

* Served with jasmine rice
All prices in Thai baht and subject to 10% service charge and 7% government tax.
ราคาทั้งหมดเป็นบาท และค่าบริการเพิ่ม 10% และภาษี 7%



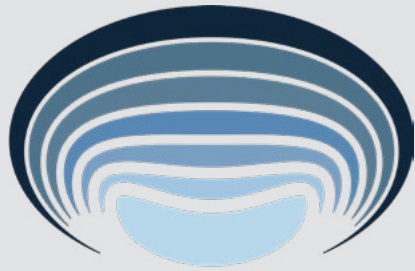
PASTA

- | | |
|--|-----|
| Penne Pasta in Tomato Sauce
เพนเนพาสต้าในซอสมะเขือเทศ | 350 |
| Carbonara Pasta, Spaghetti with Fancetta
พาสต้าคาร์บอราสเปกกีกับชีสฟานเชตตา | 350 |
| Penne Pasta in Tomato Sauce
เพนเนพาสต้าในซอสมะเขือเทศ | 350 |
| Italian Pasta Fettuccine in a Creamy Sauce
พาสต้าเฟตตูชินีในซอสครีม | 350 |

All prices in Thai baht and subject to 10% service charge and 7% government tax.
ราคาทั้งหมดเป็นบาท และค่าบริการเพิ่ม 10% และภาษี 7%

INDUSTRY:
HOSPITALITY
CLIENT:
ONYX HOSPITALITY GROUP

POSITIONING STATEMENT:



shama

**Inspiring
Neighborhood
Spirit**





INDUSTRY:

SPA & WELLNESS

CLIENT:

ONYX HOSPITALITY GROUP

POSITIONING STATEMENT:

maal

The Silk Journey



maai

Maai means 'silk' in Thai. The twisting lines in the 'a's representing the moving nature of fabrics, also reflecting the holistic & transformative experiences Maai promises to offer.

The Silk Journey



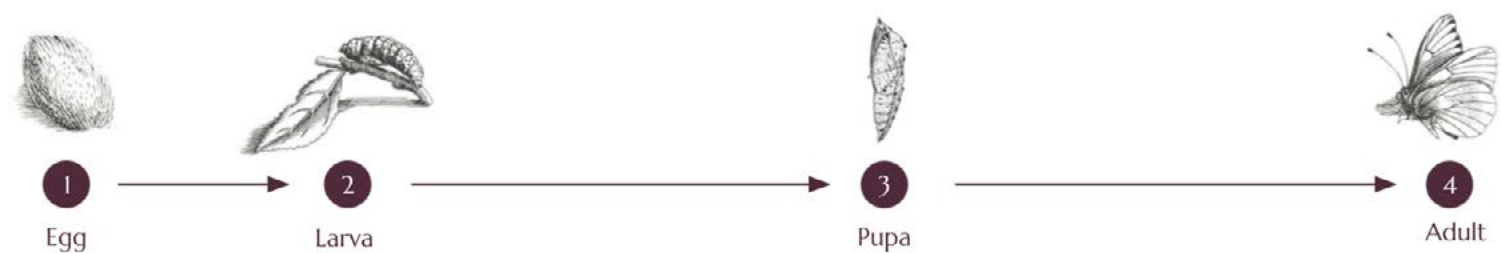
The Silk Journey represents:

- Transformation
- Personalised treatments
- A holistic experience

Visual Expression Of Maai Brand Pillars

- Personalised Services
- Contemporary Thai Techniques
- Transformative Journey of Silk





SPATIAL
SEQUENCE

Arrival → Consultation — Circulation → Treatment — Circulation → Relaxation

COLOUR



15% use of colour elements

25% use of colour elements

60% use of colour elements

LIGHTING

- | | | | | | |
|---------------------------------|---------------------------------|-----------------------------------|------------------------------|-----------------------------------|-------------------------------|
| • Medium level ambient lighting | • Medium level ambient lighting | • Very low level ambient lighting | • Low level ambient lighting | • Very low level ambient lighting | • High level ambient lighting |
| • Warm white | • Warm white | • Dark light | • Warm white | • Dark light | • Daylight colour |
| | | | • Hidden luminaries | | |

Maai | Concept Interpretation into Space Design | Colour Direction



Arrival & Consultation

Corridors



Treatment Suites



Relaxation Lounge



15% use of colour elements

25% use of colour elements

60% use of colour elements

Logo:
Silver Foil Hot stamp

Logo:
UV Spot

Pattern:
Green Foil Hot stamp



Logo and Name:
Silver Foil Hot stamp

Pattern:
Green Foil Hot stamp

INDUSTRY:

RETAIL

CLIENT:

BANG BANG BANGKOK

POSITIONING STATEMENT:

Bang Bang

Bull**-free modern
men's grooming
products**

Bang Bang | Design Sample | Logo Design, Packaging Design, & Photography Direction



STAY COOL +
CAFFEINATED THIS SUMMER



ลุ้นรับบัตรกำนัล Starbucks ไปดื่มแก้ร้อน พร้อมไอเก็มลับ Bang Bang ไปใช้ก่อนใคร

เพียงคุณซื้อของครบมูลค่า 500 บาทในงาน Ab Fab ที่ LHONG 1919 ก็มีสิทธิ์ร่วม
สนุกเพื่อลุ้นรับบัตรกำนัล Starbucks มูลค่าสูงสุด 1,000 บาท ไปดื่มแก้ร้อน

1. **LIKE** – กดไลค์เพจเรบน facebook เพื่อรับข่าวสารจาก Bang Bang
2. **CAPTURE** – ถ่ายและ post รูปคุณกับผลิตภัณฑ์ Bang Bang พร้อม Caption
กวนๆ เกี่ยวกับเรา
3. **REWARD** – รูปและ caption โดนใจเราที่สุด เอาไปเลย บัตรกำนัล Starbucks
มูลค่า 1,000 บาทไปดื่มกาแฟแก้ร้อน

* ฆ่าไม่เปิด post เป็น public ฆ่า tag เรานะ facebook ด้วยนะ

** หากยอดรวมไม่ถึง 20 โดนเลือกรางวัลด้วยนะ

รางวัล 1 บัตรกำนัล Starbucks มูลค่า 1,000 บาท • โฉนดลับ Bang Bang ที่เปิดด้วยในงานนี้
รางวัล 2-3 บัตรกำนัล Starbucks มูลค่า 500 บาท • โฉนดลับ Bang Bang ที่เปิดด้วยในงานนี้
รางวัล 4-6 Daily Refreshing Face Paste • โฉนดลับ Bang Bang ที่เปิดด้วยในงานนี้

Bang Bang

INDUSTRY:
ENGINEERING
CLIENT:
WATKINSON THAILAND

POSITIONING STATEMENT:



**Ground-breaker for
insightful solutions**



VISUAL IDENTITY GUIDELINE

COLOR PALETTE

Watkinson Red is the primary color in communications and will appear in headlines, line graphics, and accent colors to create a modern feel. Other colors are secondary and usage instructions will be described in following sections.



Pantone 540C
C100 M84 Y39 K33
R19 G49 B86
#133156



Pantone 1566C
C0 M84 Y100 K0
R255 G77 B0
#FF4D00



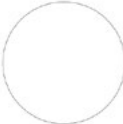
Pantone Cool Gray 1C
C14 M11 Y12 K0
R217 G216 B214
#D9D8D6



Pantone Cool Gray 10C
C62 M53 Y48 K19
R99 G101 B105
#636569



Black



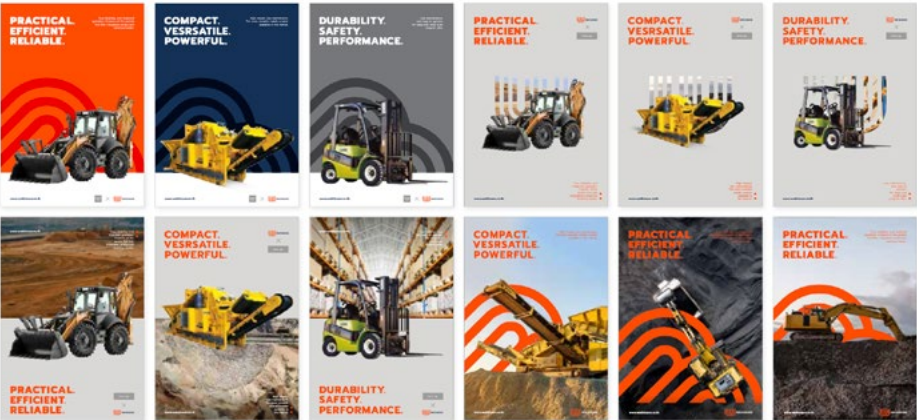
White

VISUAL IDENTITY GUIDELINE

POSTER

LAYOUT-OFFLINE

The Watkinson poster and billboard layout provides 3 options to execute. The different options can appear in the same time on the same campaign, or can appear separately. Please consider the option to execute based on audience impact.



VISUAL IDENTITY GUIDELINE

SOCIALMEDIA ADS

LAYOUT-ONLINE

Social Media ads layout uses the same treatment and style as poster / billboard ads.



THANK YOU

CONTACT

jeerayus.a@gmail.com

+6664 153 4239

jeerayus.com