



# Ifah Pantitanonta

Creative Designer | UX/UI Designer | Design Strategist

iiifah.com | linkedin.com/in/ifah-pantitanonta/

## Education

2021 - 2023 | New York, NY

### **MS Strategic Design and Management (Scholarship)**

Parsons School of Design, The New School

2015 - 2019 | New York, NY

### **BFA Graphic Design**

School of Visual Arts

## Certificate

2023 | New York, NY

### **Digital Marketing**

BrainStation

## Skills

### Advanced Skills

Design Thinking, Design Research, Insights Analysis, Personas, User Journey, Prototyping Development, Project management, Storytelling

Branding, Editorial. Packaging, Prints, Motion Graphics, Digital and Promotional Marketing Design, Website & Application Interface and Strategy

### Design Professional Tools

Figma, Sketch, Framer, InVision, HTML, CSS, Bootstrap, Adobe CC (InDesign, Illustrator, Photoshop, After Effects and Premiere Pro), familiarity with Java Script, PHP, Wordpress

### Languages

Thai (native)

Fluent in English

## Experiences

Jan 2022 - May 2022 | New York, NY

### **Research and Strategy Collaborator, Parsons X Calvin Klein**

Collaborative studio between Parsons graduate students and Calvin Klein. Leading a cross-functional team to create a zero-packaging approach for underwear shopping. Presented the innovative solution to PVH's executive team, driving sustainable practices aligned with the brand's values.

Oct 2019 - Mar 2020 | New York, NY

### **Web Design and Development Intern, Night Owl Interactive**

Contributed support in website design, design material assets, and coding support in an Award-Winning digital branding and marketing agency. The work supported renowned clients like Jay Shetty, Gabby Bernstein, and Baptiste Yoga, successfully created captivating social media materials, maintained clients' websites, and achieved notable improvements in online presence and user experience, driving increased engagement on social media and campaigns.

Sep 2019 - Oct 2019 | New York, NY

### **Visual and UI Design Intern, Cinco Terras Coffee**

Crafted the branding for Cinco Terras Coffee, encompassing brand identity, style guide, icons, and branding assets. Contributed significantly to the initial design stage and played a key role in curating the overall look and feel of the website. The developed branding identity was selected to be utilized across the brand, highlighting its effectiveness in portraying the company's essence and vision.

Sep 2018 - May 2019 | New York, NY

### **Web Intern, Visual Arts Press**

At SVA's in-house design studio, contributed to producing frontend and backend wireframes for websites, enabling seamless development processes. Utilized Framer and Sketch to build interactive prototypes for website redesign and e-learning tools, enhancing user experience and functionality. Additionally, played a crucial role in designing a captivating and intuitive look and feel for an institutional e-learning tool, successfully implemented and developed for use within the institute, garnering positive feedback from users.

Jun 2018 - Aug 2018 | New York, NY

### **Graphic Design Intern, Nomster Chef**

Contributed to the successful product launching workshop event for a start-up creating self-cooking health recipes for children. Designed captivating illustrations and merchandise for the store and website, while skillfully photo editing social media and marketing assets. Developed engaging visual graphic recipes tailored for children, increasing brand engagement.