

DA SUTTHIDA PALAKHO

UX DESIGN & ART DIRECTION PORTFOLIO

I work across multiple fields, blending different disciplines to
create cohesive and innovative solutions.

Hi, I'm Da

By blending my architectural foundation with skills in **graphic design, UX/UI, animation, product design, and spatial environments**, I create experiences that feel whole across multiple dimensions. I love finding that sweet spot where something looks beautiful, works perfectly, and pushes technology in new directions—whether it's on screen or in your hands.

My background:

I earned a bachelor's degree in Interior Architecture in Bangkok. Soon after, I became a Assistant Art Director, got promoted to an Art Director and Marketing Manager at a film production company, where I honed my creativity to drive business growth.



I/4

USER EXPERIENCE

Collaborated with a tech provider and designer team, I have had a privilege to initiate an application project for a film production company giving extensive experience of the showreels and enhance collaboration between the team.

USER EXPERIENCE

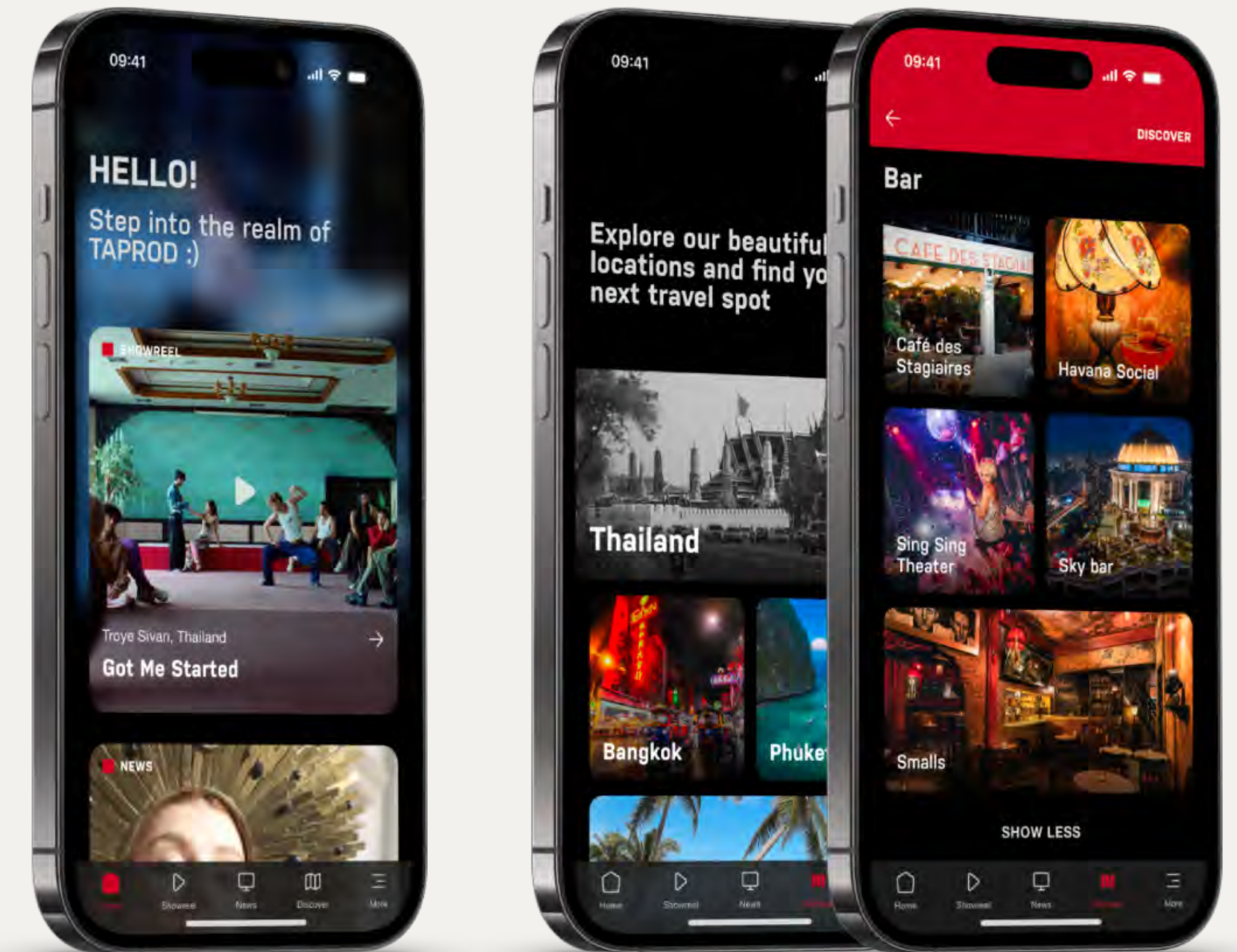
TAPROD

Overview

Taprod is an app designed for a film production house work showcase, city guide and filming collaboration.

Role

As an **Art Director** for TaProd, I created the app in collaboration with a tech provider and designers. I provided insightful **user behavior**, **executed UX&UI direction**, **Product Strategy**, and **Interaction**.



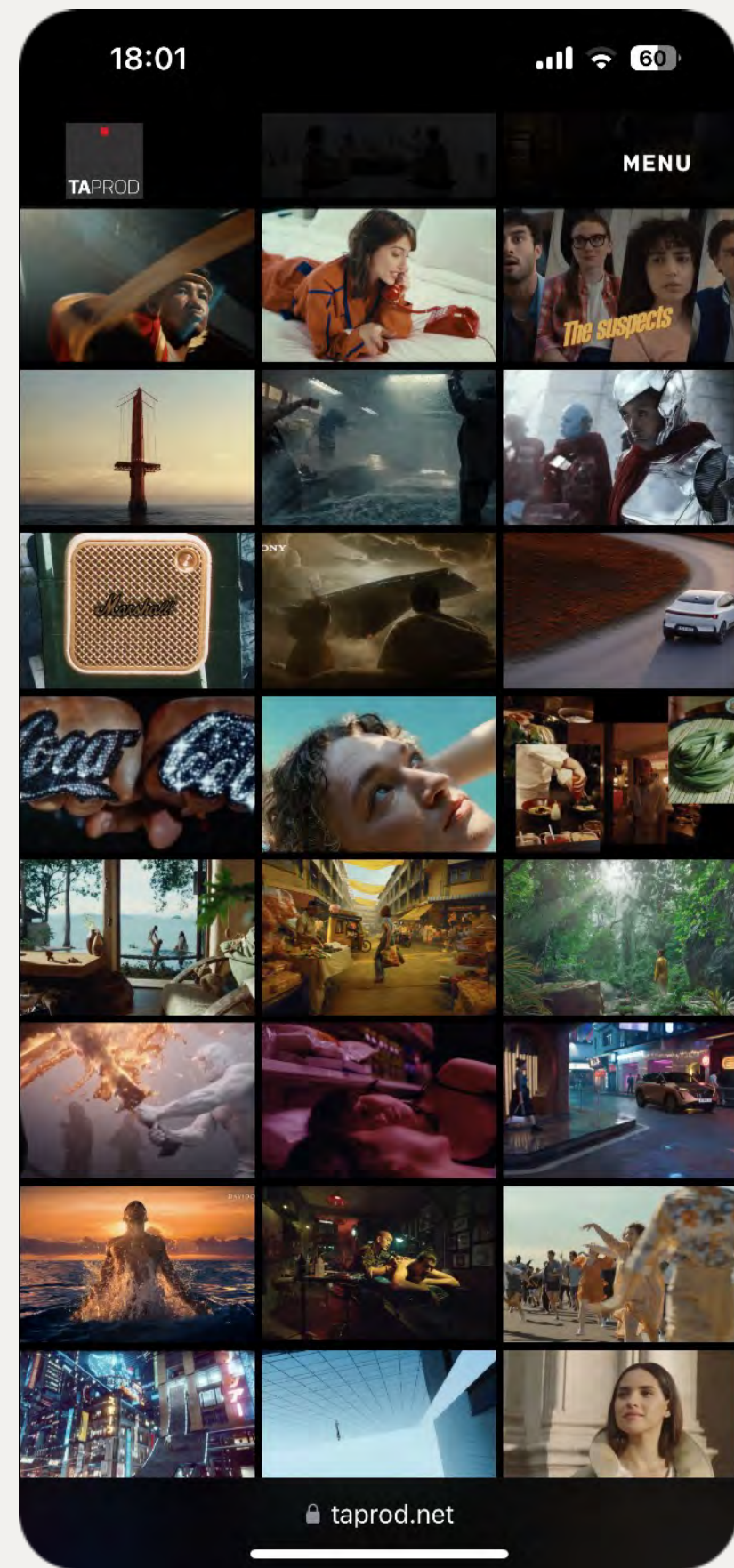
TAPROD

Background

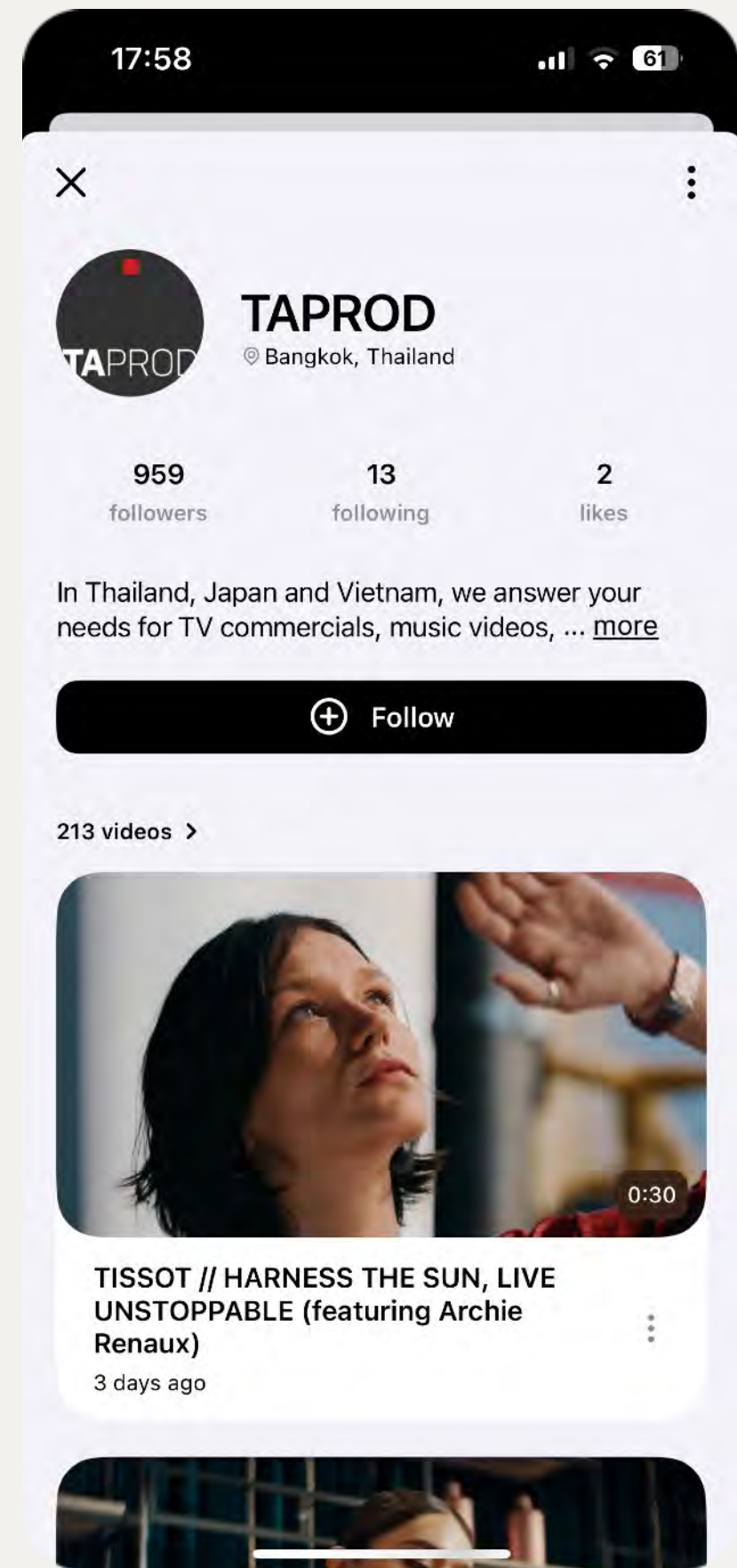
The company has expanded into a network of three branches across Asia. We identified this growth as an opportunity to reposition our brand and attract new potential clients. Our goal was to develop an app that delivers an immersive experience showcasing our videos, comprehensive city guides, and collaborative project capabilities.

Problems

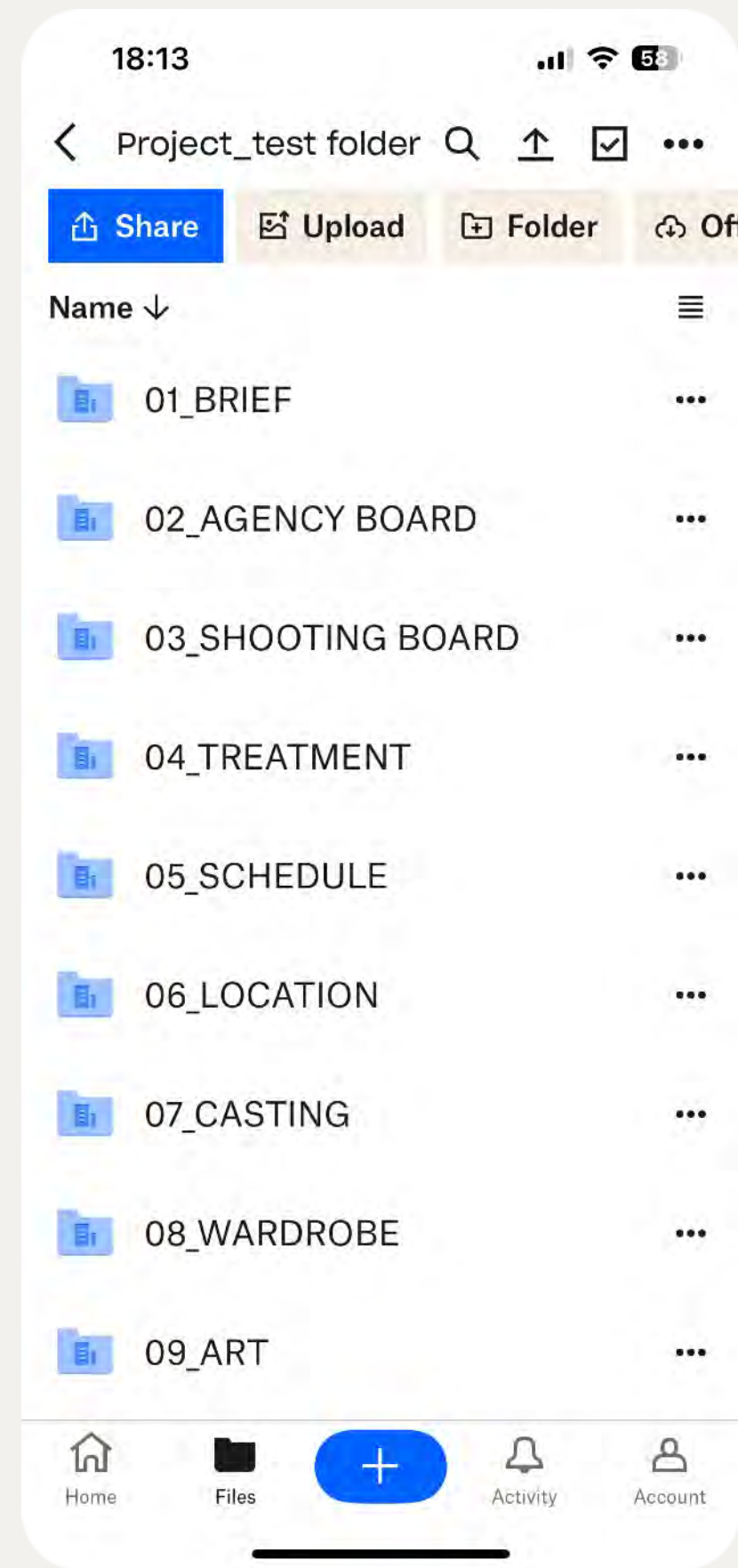
- Our current platform suffers from insufficient user engagement
- Communication is hindered by the use of multiple disconnected working platforms
- The city guide, distributed as a PDF document requiring several updates, fails to generate meaningful user interaction
- File sharing between team members is inefficient, with documents frequently getting lost in email inboxes or experiencing delays when accessed through Dropbox



Website



Vimeo

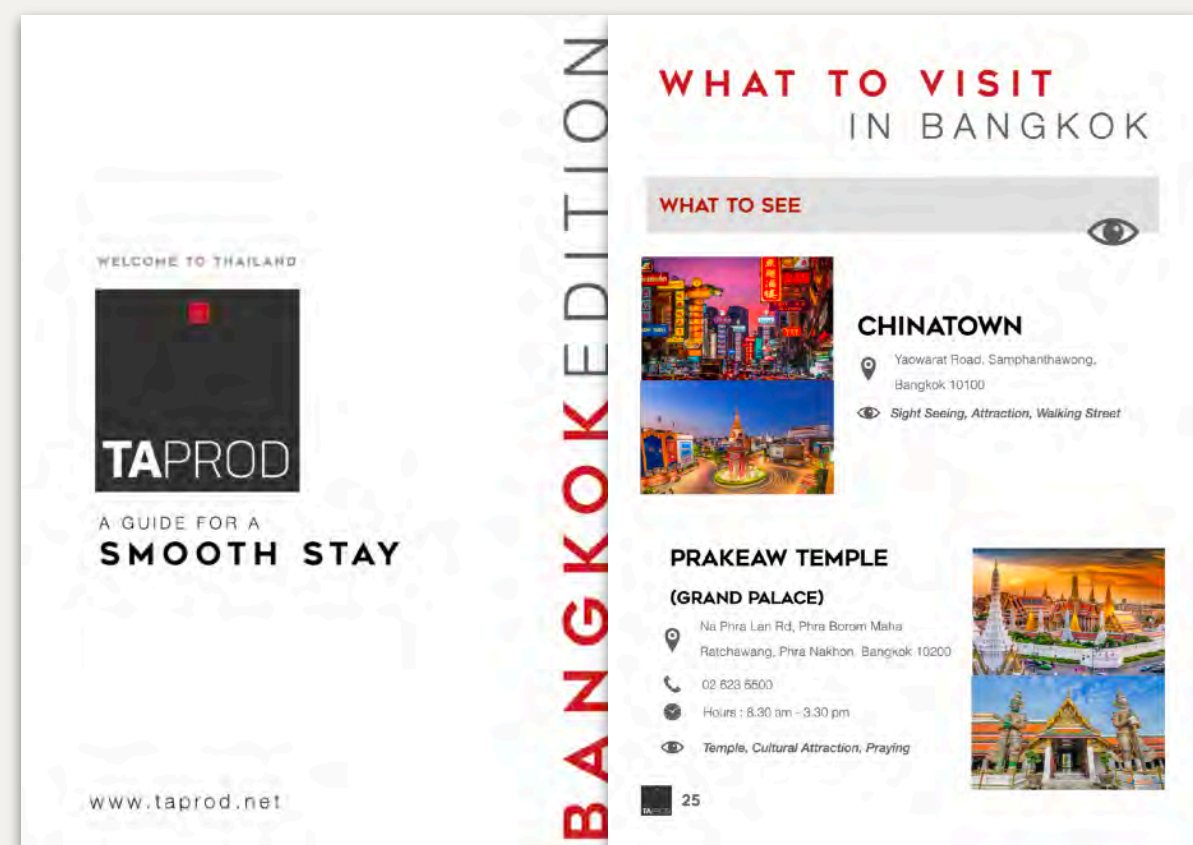


Dropbox

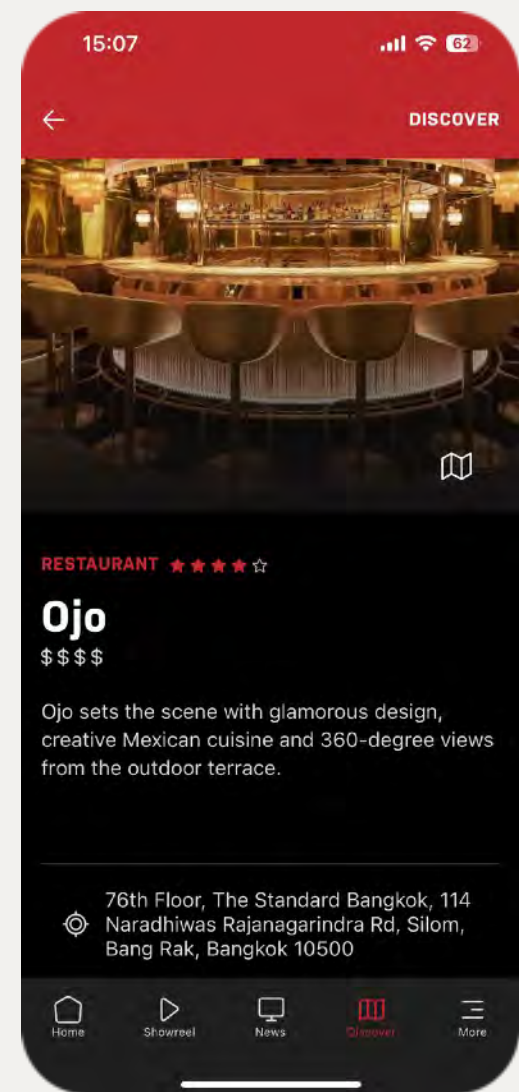
TAPROD

Solution (1/2)

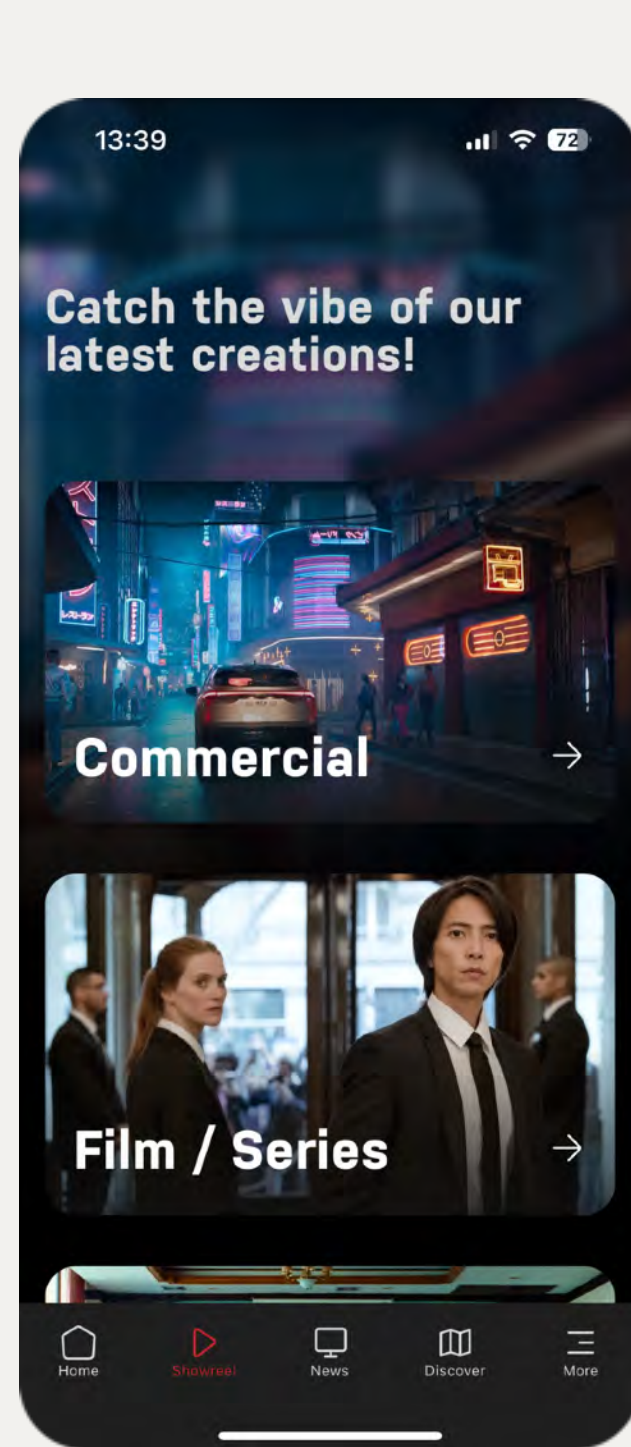
- Improve experience of searching for reels with adding **relevant jobs** to a each reel.
- Adding **filter and search** feature for the user to narrow down their choice, while there are too many videos to watch.
- **Discover** section was made to replace city booklet.



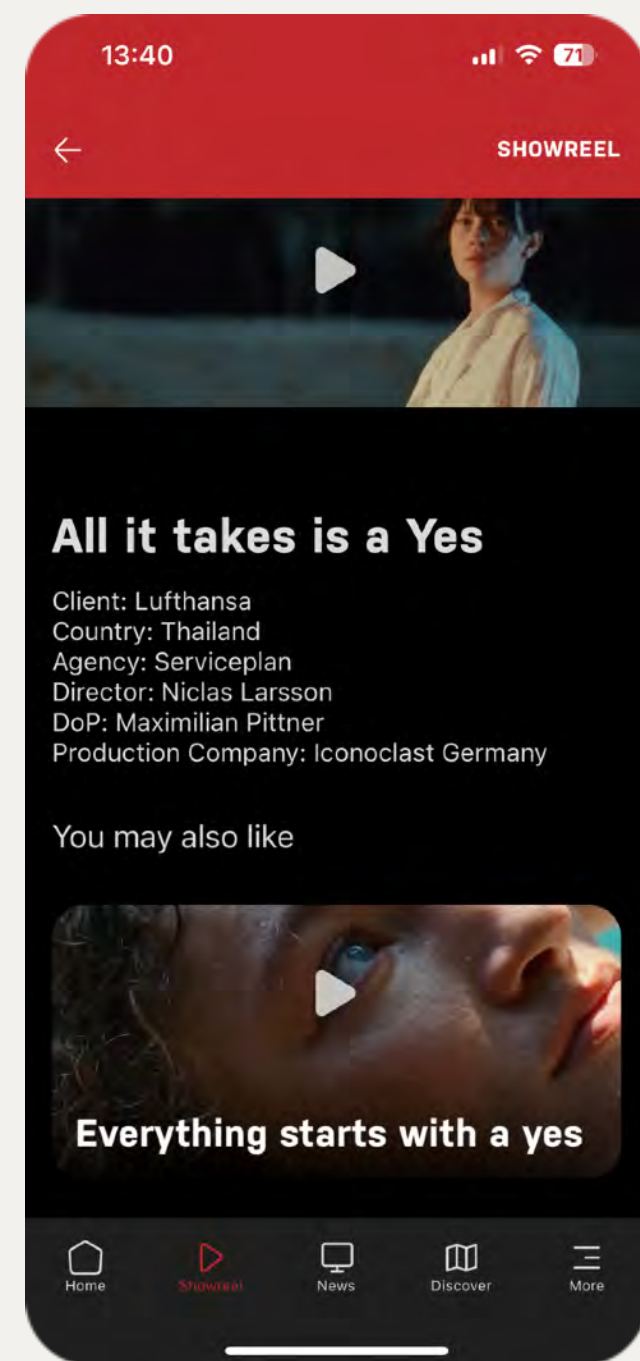
City booklet



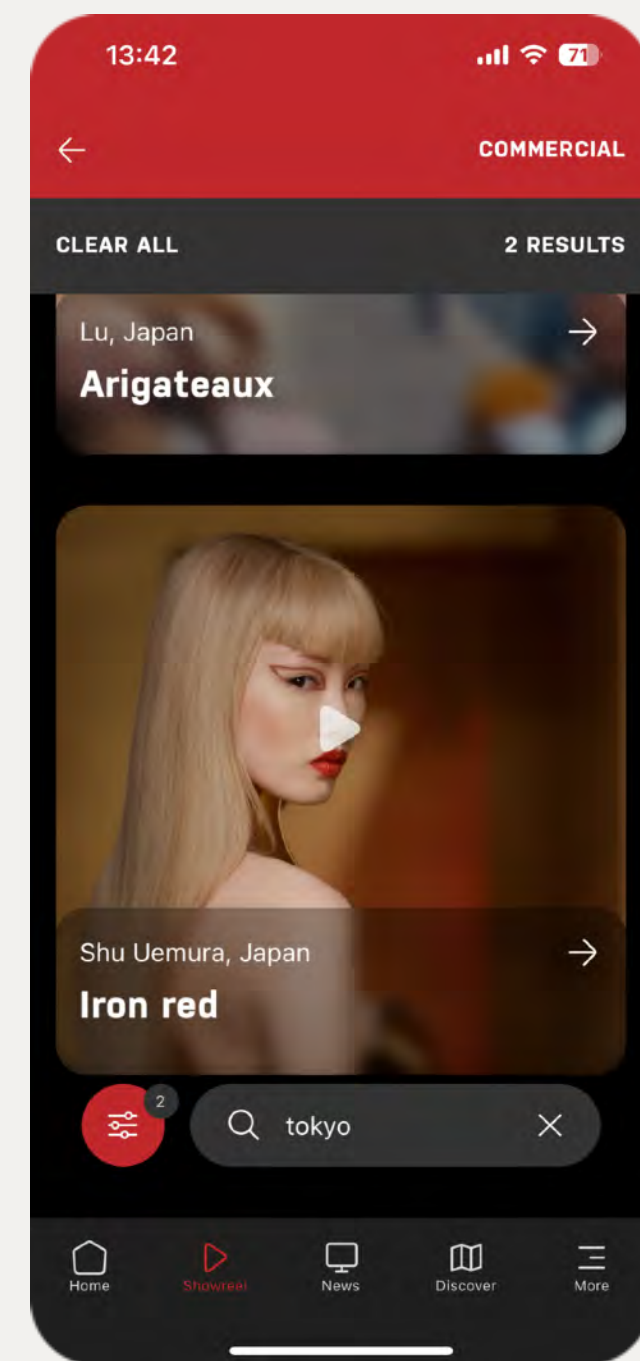
Discover



Showreel



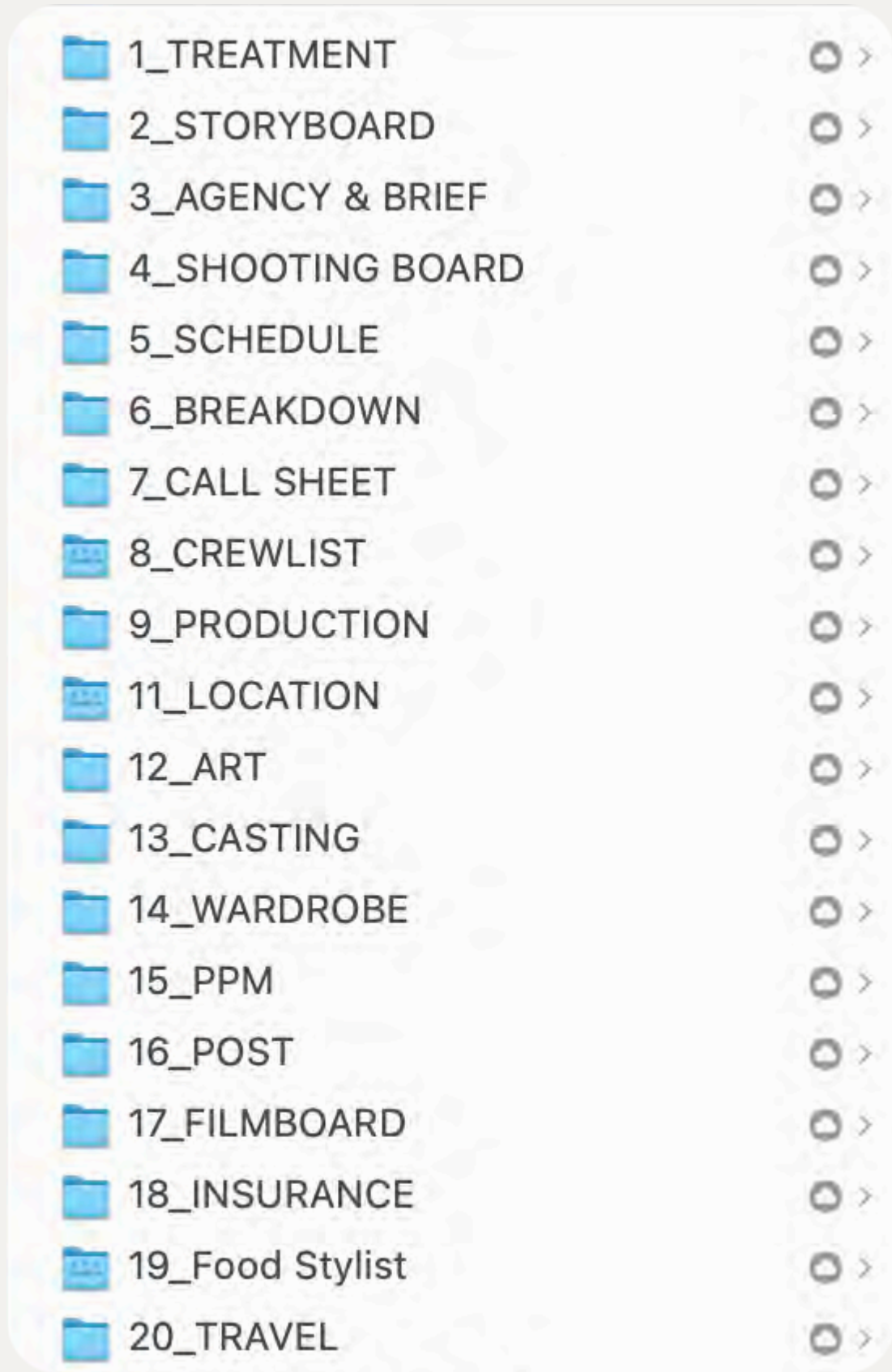
Filter and search



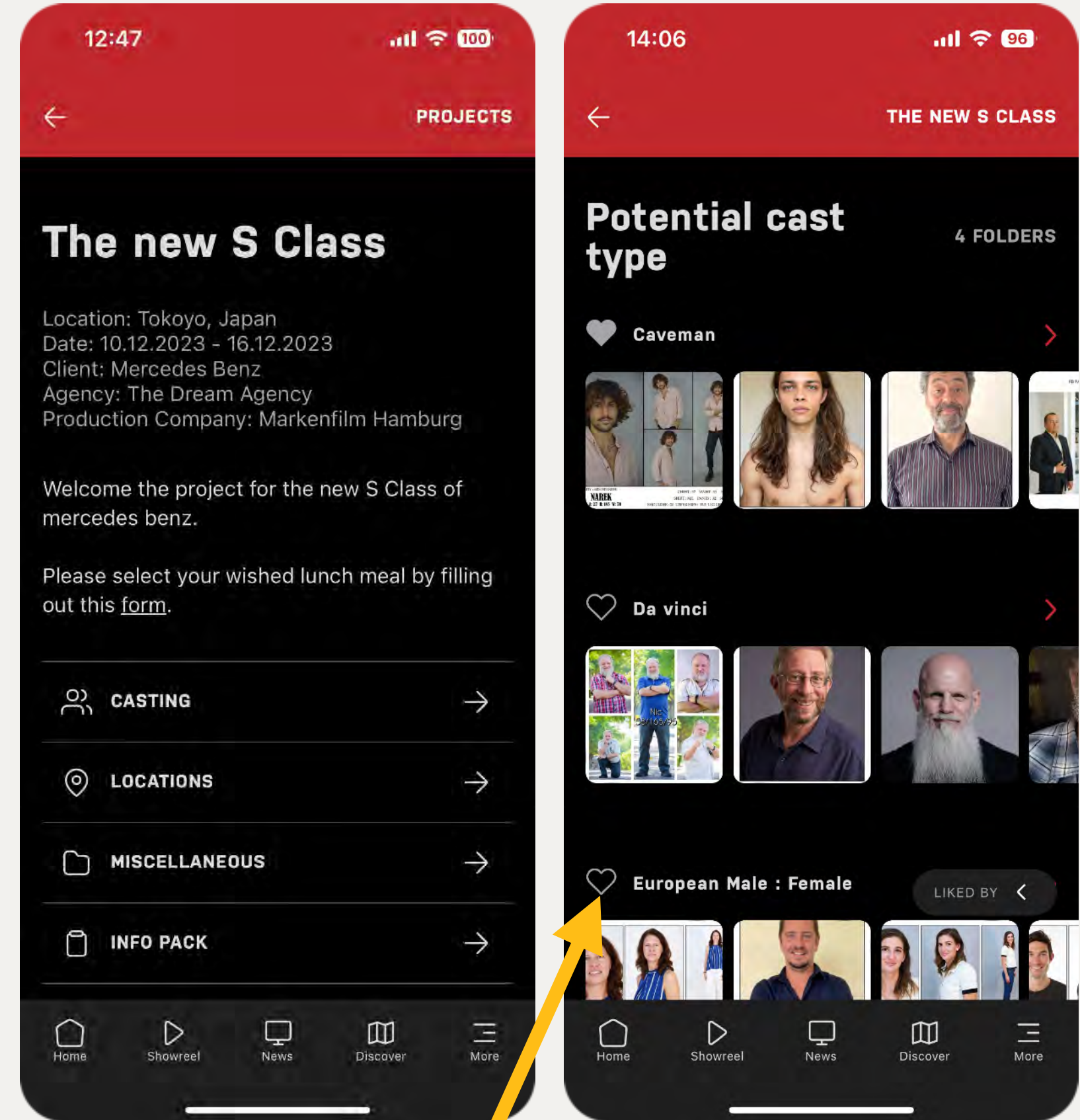
TAPROD

Solutions (2/2)

- Project section was created and linked from dropbox folder with a better UI and notification to provoke interaction.
- Director can select potential casts from the app by tapping like button instead of going through the files on Dropbox.



Dropbox

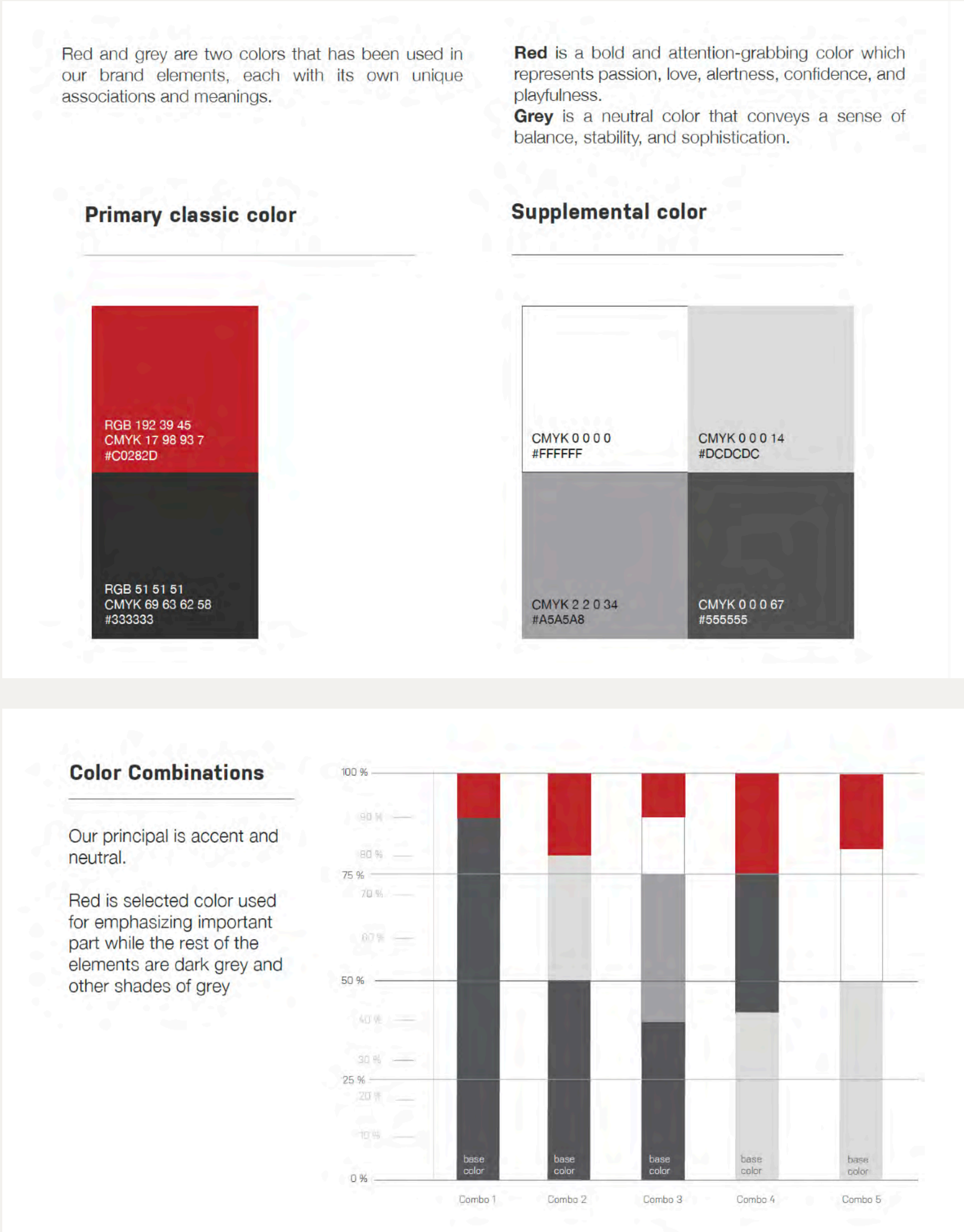


Project

♥ Producer, Director and client can express their preference through the app by clicking at the heart icon.

Design Process

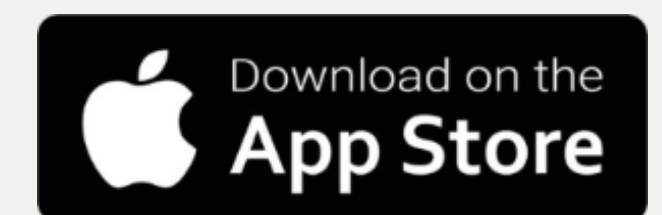
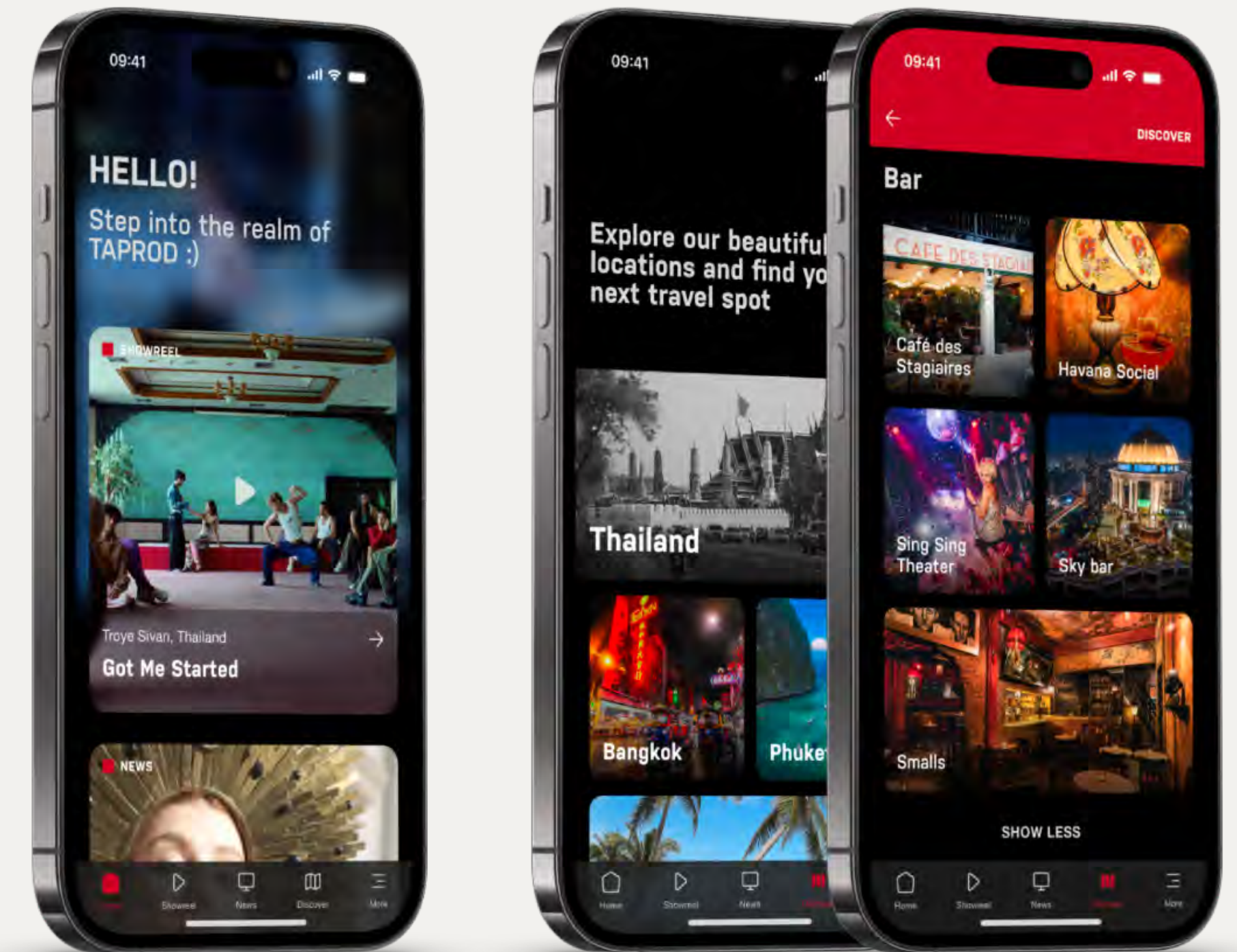
- **Align brand identity with UX limitations.** For example, although red is our main color, it is not used for confirmation buttons due to UX best practices.
 - Define **User Needs** for each section to ensure the design serves specific purposes rather than just aesthetic preferences:
- 1.Showreel:** Enables users to find relevant projects based on products, categories, and talent profiles.
 - 2.News:** Delivers insightful industry content and company updates.
 - 3.Discover:** Provides comprehensive city guides for international clients unfamiliar with local areas.
 - 4.Project:** Offers streamlined access to production files and documentation.



TAPROD

The result and key takeaways

- The app has significantly enhanced our company's image, earning us more respect and positive feedback.
- The app serves as an excellent marketing tool that effectively showcases our services and professionalism.
- The login process creates additional steps that disrupt users' typical behavior patterns.
- The app may presents a high barrier to content access, as users can easily find us on social media and industry platforms like Vimeo.



2/4

GRAPHIC DESIGN

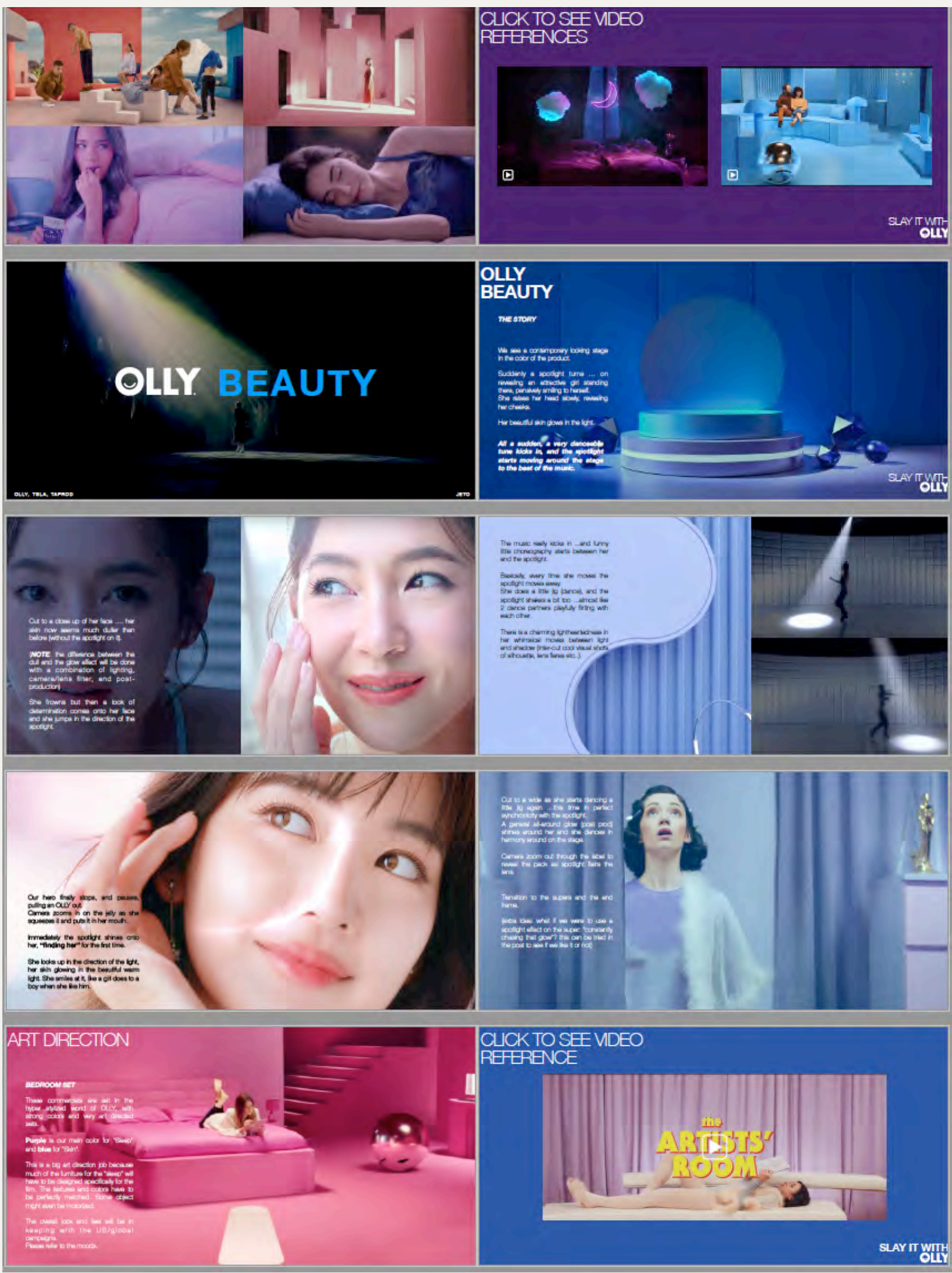
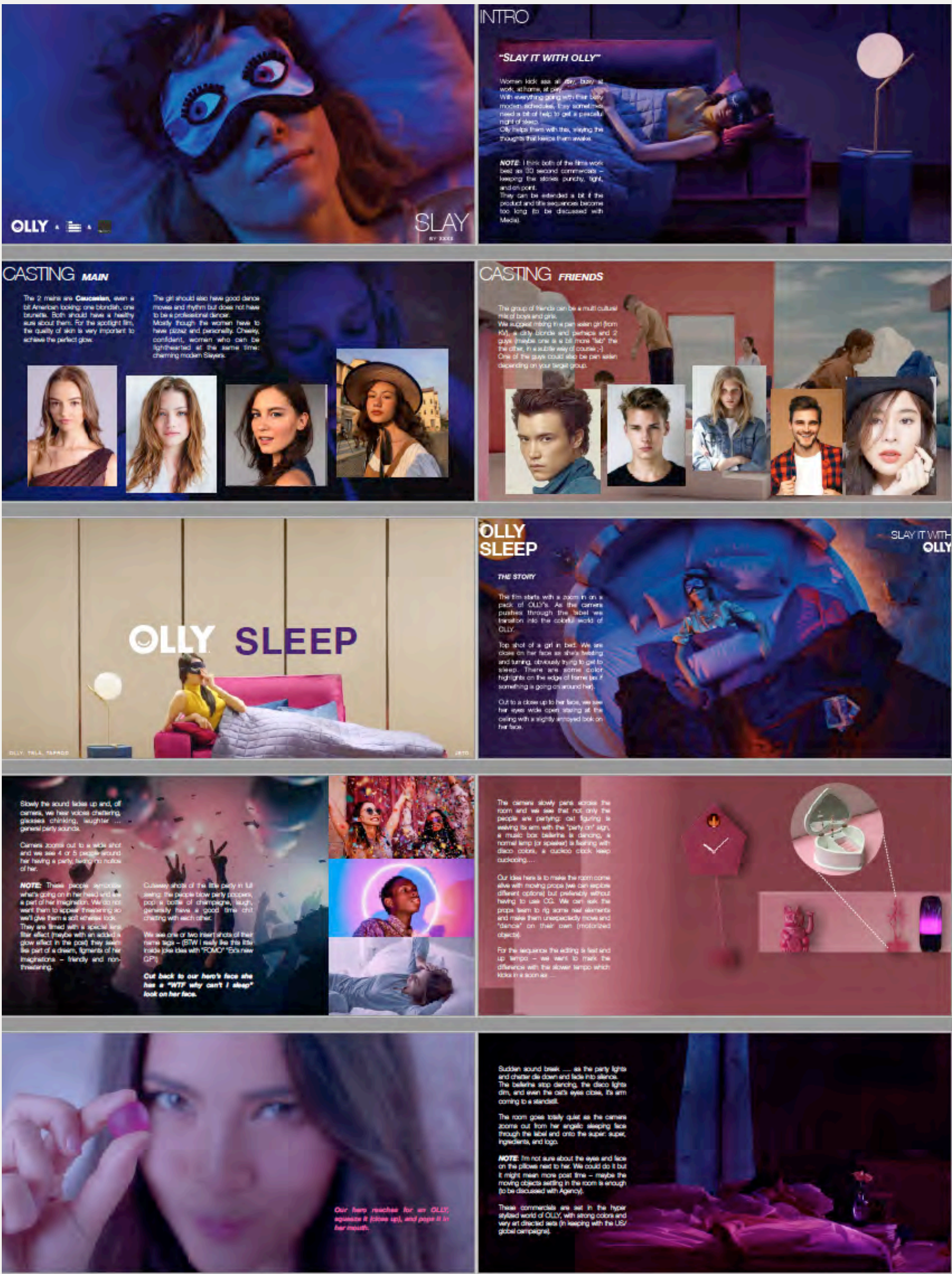
I began my graphic design journey as a freelancer after graduating and have been expanding my expertise ever since.

My work spans presentation design, brand identity, and advertising banners.

OLLY

Director's Treatment

Creating director's treatments has deepened my cinematic visual research, allowing me to craft compelling narratives. Designing presentations gives me the opportunity to curate composition while persuading the audience to envision the film's concept before it comes to life.



MAUVA

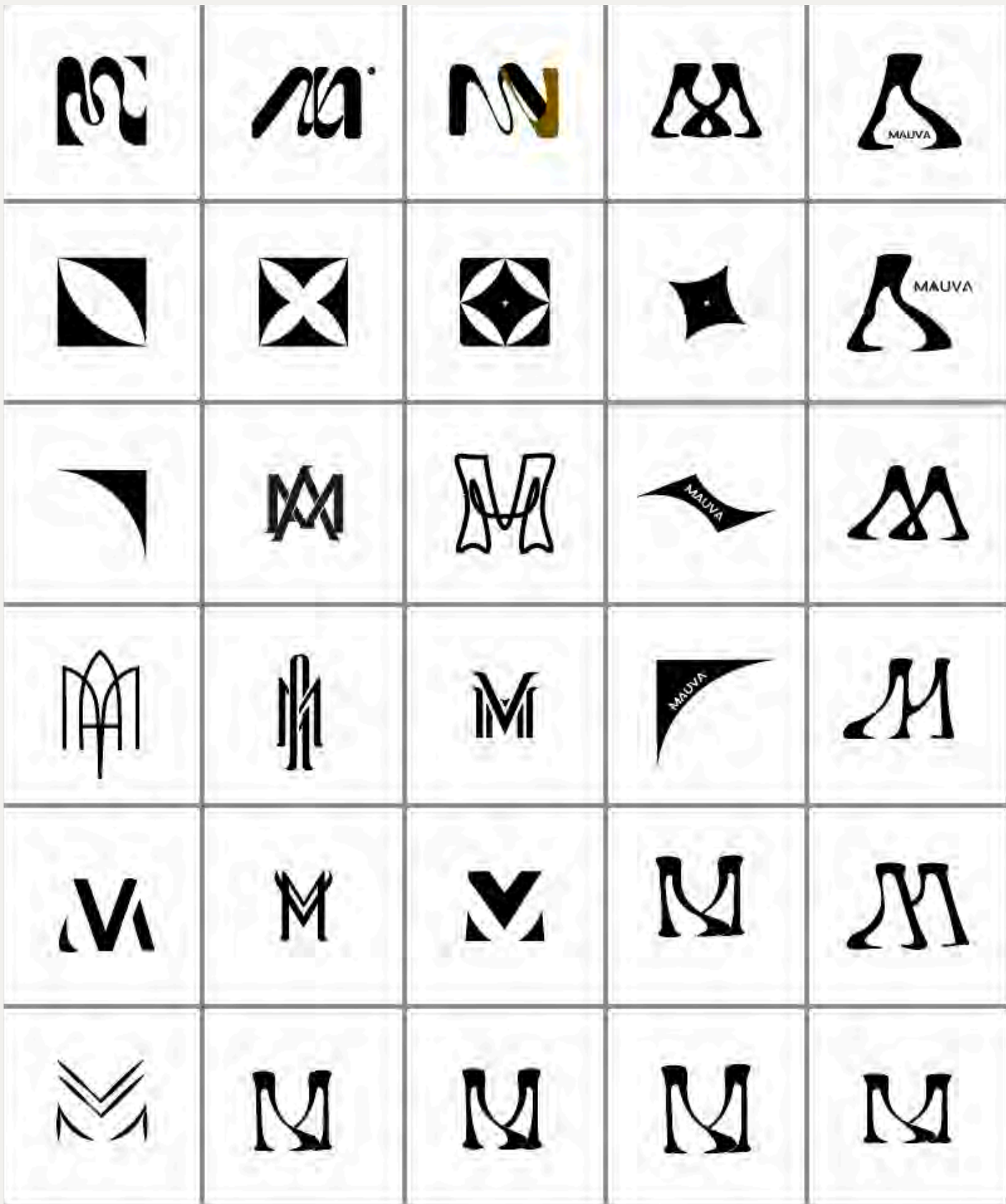
Logo

Mauva is a clothing brand characterized by its minimalist aesthetic and refined design philosophy. The brand identity revolves around elegant simplicity, featuring clean lines and thoughtful negative space.

The logo design embodies this ethos through a restrained typographic approach—utilizing a classic, unembellished typeface with subtle cutout elements that mirror the signature design detail found in the clothing itself: simple, precise openings that reveal glimpses of skin.

This visual strategy creates a sophisticated tension between presence and absence, covered and revealed—a subtle sensuality that defines both the brand's visual identity and its fashion pieces. The result is a timeless, versatile style that emphasizes the wearer rather than overwhelming them, allowing for confident self-expression through understated elegance.

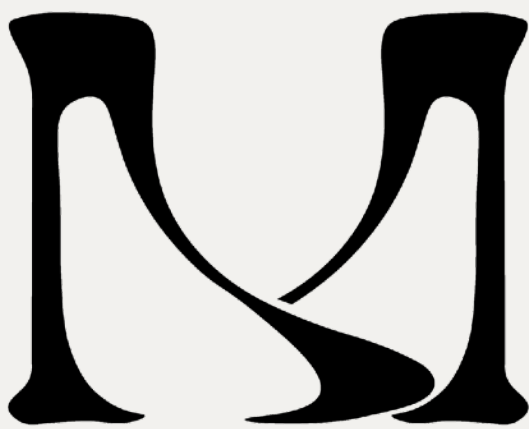
Draft logo



Final Logo

MAUVA

Final Icon



MAUVA**Design&Thought process****1. Brand analysis**

Philosophy: effortless sophistication

Clothing style: simply overall look with one single twist weather it's a subtraction, intersection, or overlap.

Mauva Persona: Working woman in her 30s.
Responsible, Confident, and Practical.

2. Define audience perception

We want the audience to feel:

- Soft
- Empowered
- Confident but modest
- Different
- Special

3. Create schematic designs with intentions

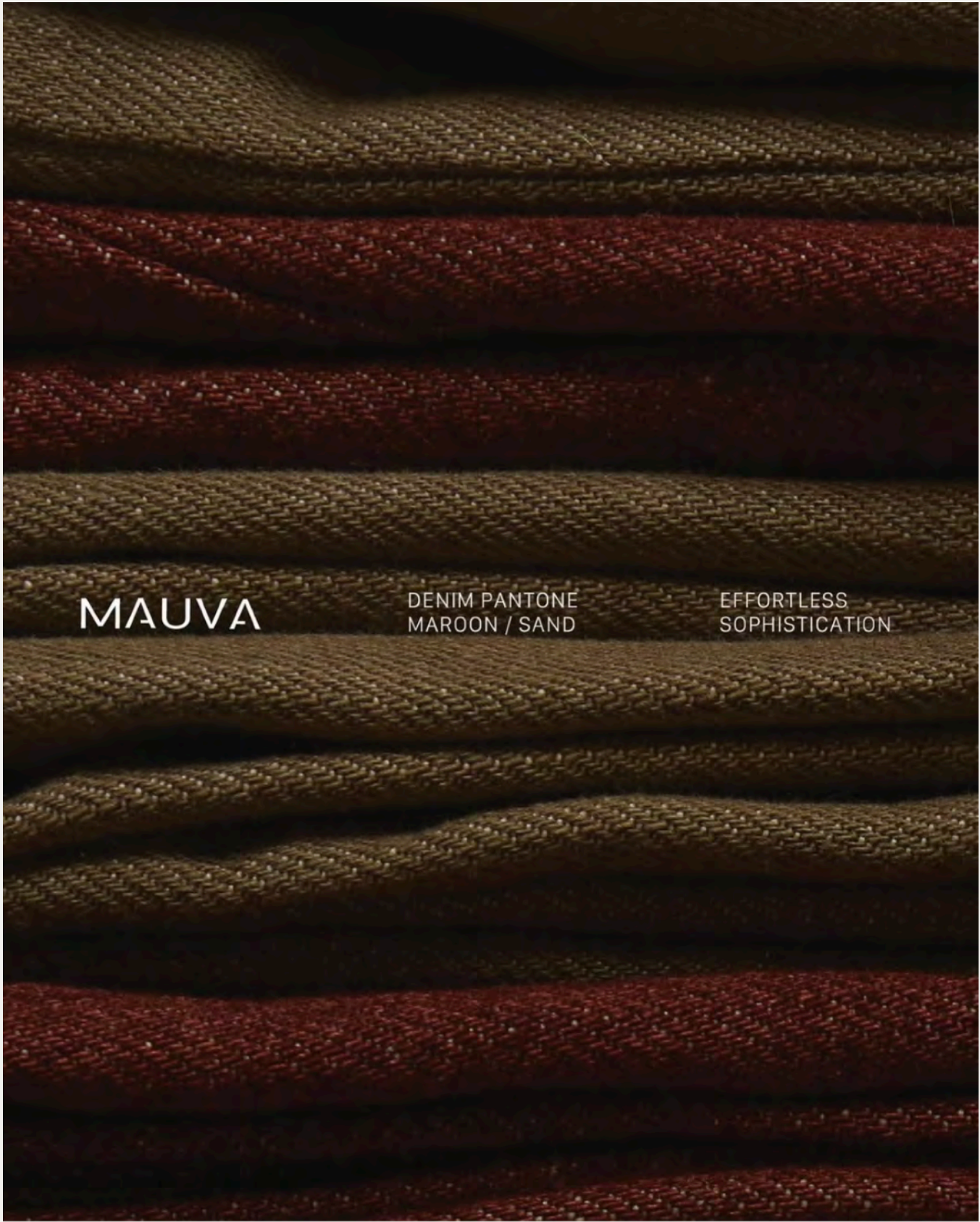
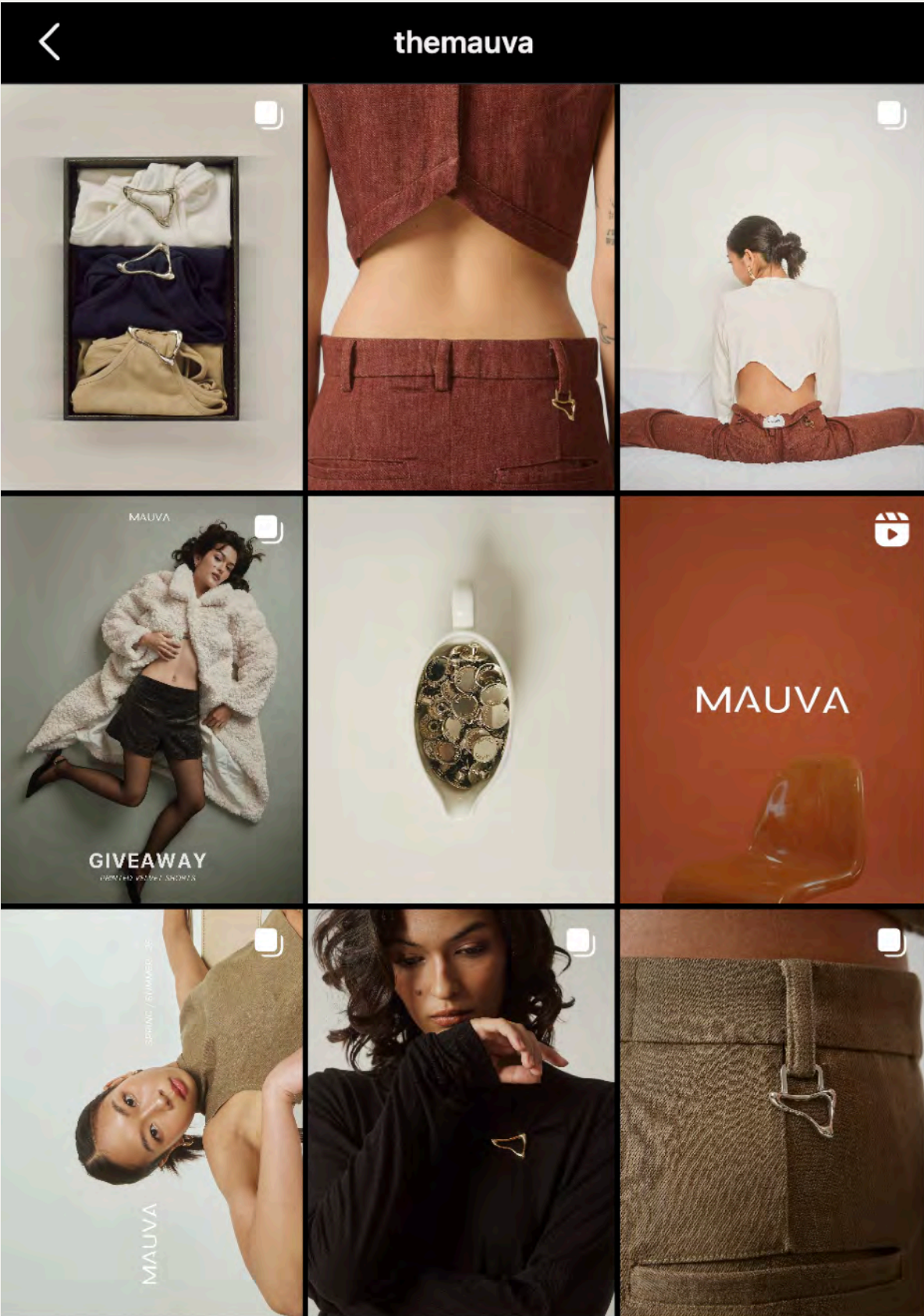
My design intention was based on:

- Layering
- Curvy shapes
- The letter M
- Femininity
- Abundant
- Timelessness
- Silhouette of clothes



MAUVA

Social media present



Packaging



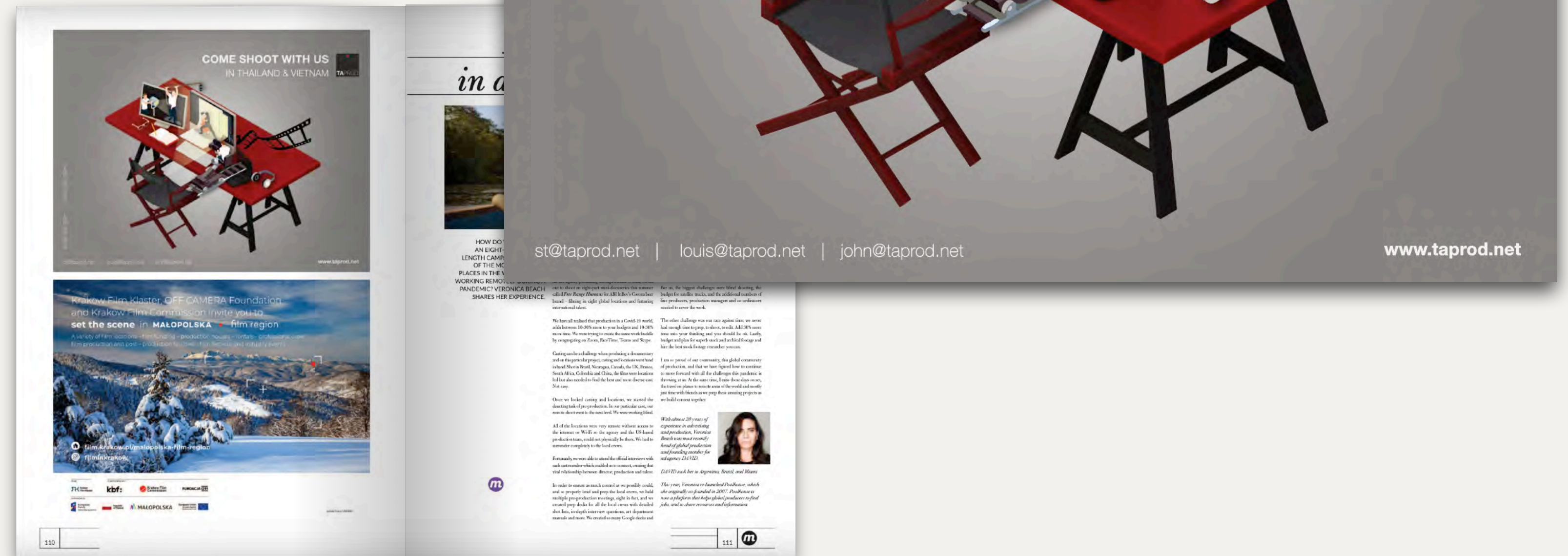
TAPROD

Print advertising

In 2020, while production company are turning direction of commercial shooting to 'Remote shoot'.

Me and the team came up with this idea of inviting clients to shoot remote with us.

Working from one table can do much more than we expect, just like the set is happening in front of you at home.



3/4

MOTION
DESIGN

After completing a short summer course in motion graphics design at NABA in Milan, I adopt the skill on real projects

SKECHERS

Retail

Overview

I worked on a store-front motion design for Skechers such as monthly promotions and seasonal campaigns.

The first branch I worked on is Central World, featuring S shape screen, Pillar screen, cubic pylons on the floor.

The challenge I faced is trying to fit my art work within the S screen. At the same time it allowed me to find a way for my image to have interaction with it!



Cubic pylon
screens

Pillar screen



S. screen

SKECHERS

Seasonal campaign: Christmas

Location: Central World branch

This campaign was initiated with the theme of **blue and white** which fit the brand theme with a touch of snowfall.

I flushed the store front with the snowfall environment with digital brand assets.

The S screen was my highlight where I have the glittery snowfall and the logo that falls from the top and them melt down along the screen



The logo type was designed to drop down along the edge like a snow.

SKECHERS

Artist Collaboration: Skechers x Apo

Location: One Bangkok branch

I designed the lay-out and movement for 3 screen behind the mannequin and 1 screen on the floor.

Background graphic: I took the drawings from the artist and lay them out on the yellow background with a playfully wiggle moves. I also integrated the brand film in the middle where it's visible from the front.

Floor graphic: The floor screen acts as a ground for the mannequin so I decided to create a movement of logos and quote from the artist.



Art direction brief



Final design: back



Final design: front

SKECHERS // Design process



1. Analyse the given art direction from their guideline, video campaign and existing visual merchandising.



2. Draft 2 alternative designs in yellow and white by Illustrator.
3. Import file to After Effect and animate playful movements.



4. Inspect art work placement onsite

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