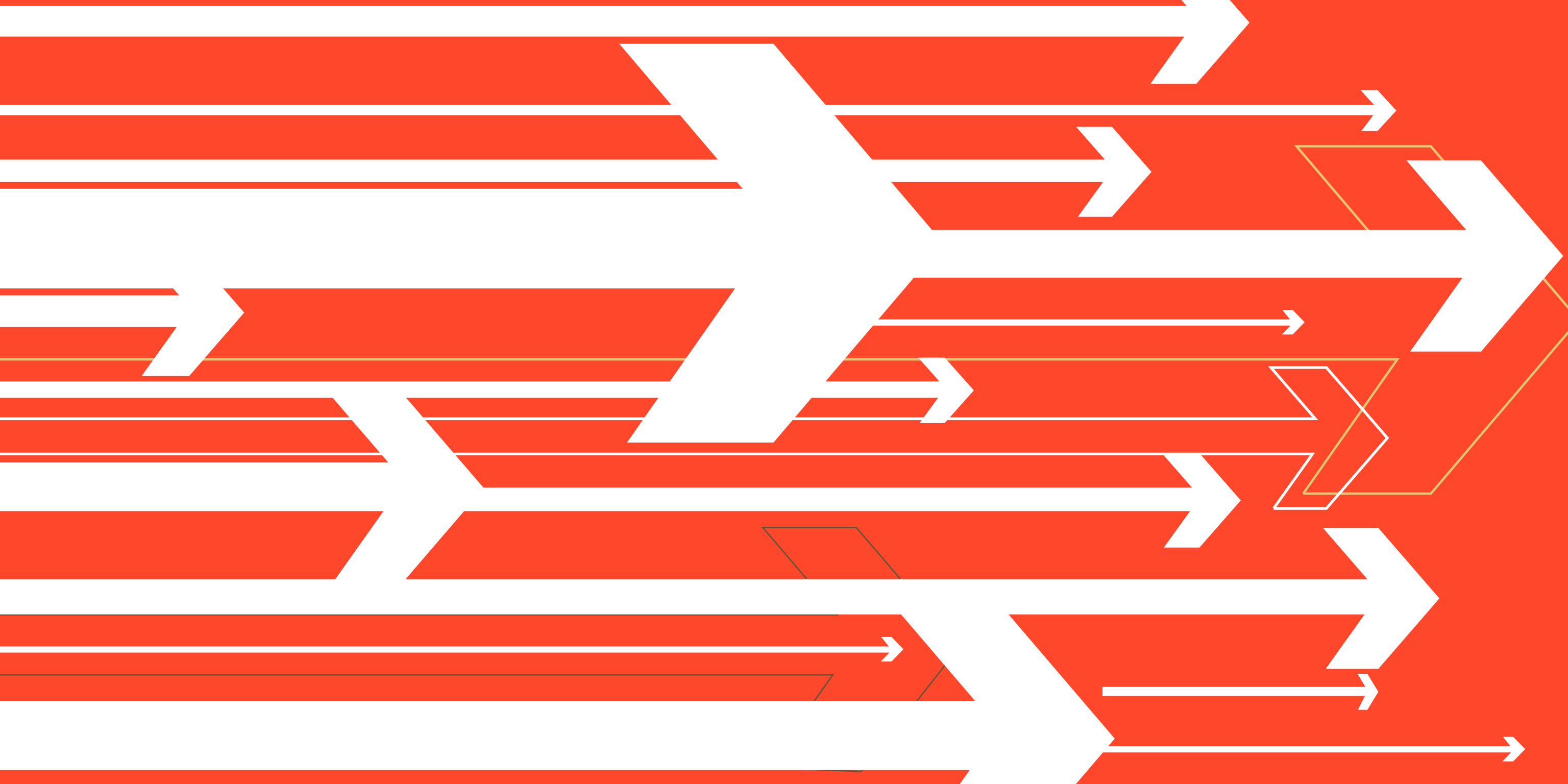


T E D

CHEECHAROEN

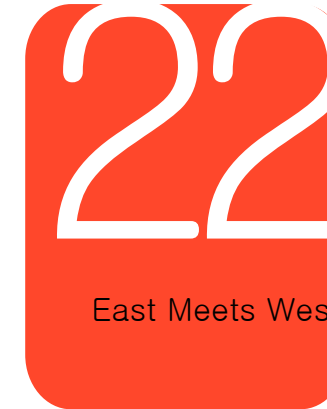
- *Design Management
- *Event Design
- *Interior Design

Graphic Design



What *have* done?

in the past five professional years



Contact Infomation

Address: 101 E. Gaston St. Apt.2A, Savannah, Ga 31401

E-mail: tedkitipat@gmail.com

Phone: 3127314599

Computer Skills

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Microsoft office

3D max

Movies Maker

AutoCAD

Condor

Basic in Alias

Basic in Solidworks

Education

Master of Fine Art in Design Management

School of Design,

Savannah College of Art and Design, Savannah, Ga, USA

GPA 3.91/4.00

Bachelor of Interior Architecture

Faculty of Architecture and Urban Planning,

Thammasat University, Bangkok Thailand

GPA 3.21/4.00

Activities

Graduate Mentor, Savannah College of Art and Design, Savannah, Ga

Teacher Assistant at Garrison Elementary School, Savannah, Ga

Student Committee, Faculty of Architecture, Thammasat University

Acted in a stage show Faculty of Architecture, Thammasat University

Acted in a short film Bangkok Short Films Festival Bangkok, Thailand

Art tutor for rural area students Hatyai Songkhla, Thailand

Acted in a short film Bangkok Short Films Festival Bangkok, Thailand

Who Am I?
Ted Kitipat Cheechoen

Design Manager

Chick Fil-A Drive Thru

What's the Fashion City

Whitemarsh Plaza

Matter Magazine

Vision of Dalton

Collaborative tools

Interior Designer

Grefas Store Design Bangkok Thailand Aug 2008.

Botrakorn Hotel Design, Hauhin Thailand July 2008.

Golden Leaves Restaurant Design, Bangkok International Airport, Thailand May 2008.

Yentafo Krueng Song Restaurant Design, Bangkok Thailand June 2008.

Event Designer, Bangkok, Thailand

Thai Airway Booth, June 2007

Yes 2 Carrot Launch party, Aug 2007

Elle Runway to Realway; autumn and winter, Stage Design, Sep 2007

Dtac Booth Design at FAT festival, Nov 2007

L'Oreal Color Trophy Fashion Event, Nov 2007

Qatar Airway Booth, Dec 2007

Thai Royal Project for the King, Dec 2007

Bailey's First Launch Party, Jan 2008

Petch Station Party, Feb 2008

Ceasar First Launch Party, May 2007

Graphic Designer, Bangkok, Thailand

Invitation Cards Design for Aloe Dent Grand Opening Party, Sep 2007

Aloe Dent Packages Design, Oct 2007

Aloe Dent Ads Design to Publish in Prew Magazine, Nov 2007

Aloe Dent Ads Design to publish in Hello Magazine, Dec2007

Aloe Dent Coupons Design, Jan 2008

Aloe Dent Booth Design, Feb 2008

Aloe Dent Ads Design, May 2008

Design Management... interdisciplinary collaboration

Innovative

Interdisciplinary

Collaboration

Small Moves
Big Changes





Well Fed Magazine



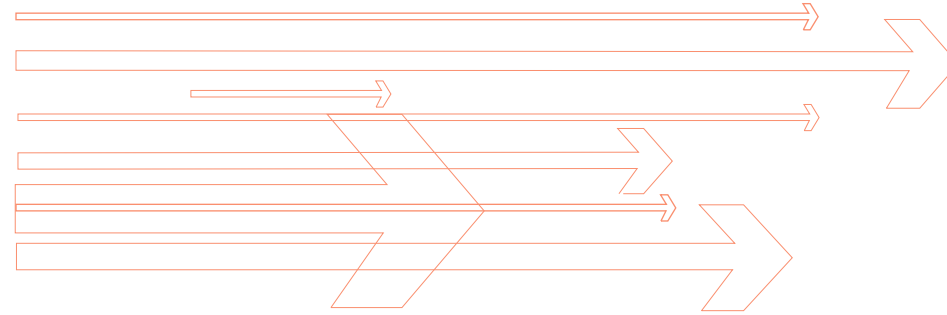
Savannah Morning News

<http://alturl.com/ysjxv>



Emergent Structure Video

<http://vimeo.com/21025925>



Sustainable design practices

Whitemarsh Plaza is the embodiment of aging American strip malls – old, neglected, and visually unappealing. This is the reason we picked Whitemarsh to apply sustainable design practices – if we can apply innovative techniques to such an unappealing common location we can spark the catalyst for sustainable design in other areas.

The Whitemarsh Plaza project started with the idea to design an outdoor eating area from local reclaimed materials with the support of Emergent Structures.

After we spent a couple of weeks analyzing the strip mall for the design phase of the outdoor eating area, we uncovered several other areas in need of improvement. This local strip mall did not just need a picnic area, it needed a complete overhaul with green systems to cure operating and aesthetic issues – including drainage issues, insufficient parking, and trash overflow. Some solutions that we provided for Whitemarsh include green roof design, bioswale, permeable pavers, rezoned parking spots and most importantly, to make Whitemarsh Plaza a visible example of sustainable practices. The first phase of design has now been realized – an outdoor community eating area surrounded by portable planters constructed out of reclaimed materials.



Clear Future for Dalton

Dalton, the carpet capital of the world has been famous for its high quality, versatile forms of carpets that are sold to wholesalers and distributors to be further retailed to the end consumers. This small town in Georgia, USA has its roots embedded within the functioning of this industry. Post economic turbulence, this town finds itself confined within its heritage, unable to holistically survive in cultural, economic and social aspects.

1 What's on the rail...

True to Dalton



5

Half-Moon Outfitters
Interview : Justin Whitman
Mitali Banerjee



10

Daltonian Skater
Sweet Tricks in the Works
Jennifer Jeng



12

New Boutique in Town!
Fashion-Forward Boutique
Elizabeth Smak



18

Music Review
Rutless in Downtown
Hannah Walsh



27



<http://vimeo.com/21001913>



<http://vimeo.com/21004794>

Authorities in Dalton and at SCAD have studied the predecessors of evolution in order to raise and understand plausible scenarios for Dalton's future. This exhaustive planning may prevent this small town from becoming a heritage zone, only worthwhile of mention in historical periodicals.

Ten students from the Design Futures-DMGT 783 class under Robert Fee's advisement explored the opportunity of scenario planning a future for Dalton. After chronologically assessing its history, socio-cultural past and present, voice of its residents and other external factors, the group placed emphasis on three chief undetermined influencers namely - industry (economic), education and social aspects. Through an intensive research methodology consisting of mind mapping, affinity diagrams, SWOT analysis and logical axis marking processes we built on these undetermined factors from three points of view - worst case scenario, same as now but slightly better scenario, and an optimistic best case scenario. Paramount throughout, our attention was not on predicting short term events and outcomes, but on developing plausible themes that would change people's perceptions in the tradition of good story telling.

Three story lines were developed to further communicate the essence of each scenario. Our medium of communication was as follows:

a) Beauty Queen contest in Dalton where a Hispanic girl wins the crown! - VIDEO: This video covers the beauty queen in the making, her reactions and day-to-day life activities as a young teenager belonging to the minority population in Dalton. The scenario covers the same but slightly better case possibilities in each of the three sectors of this project - industry, education and cultural structure.

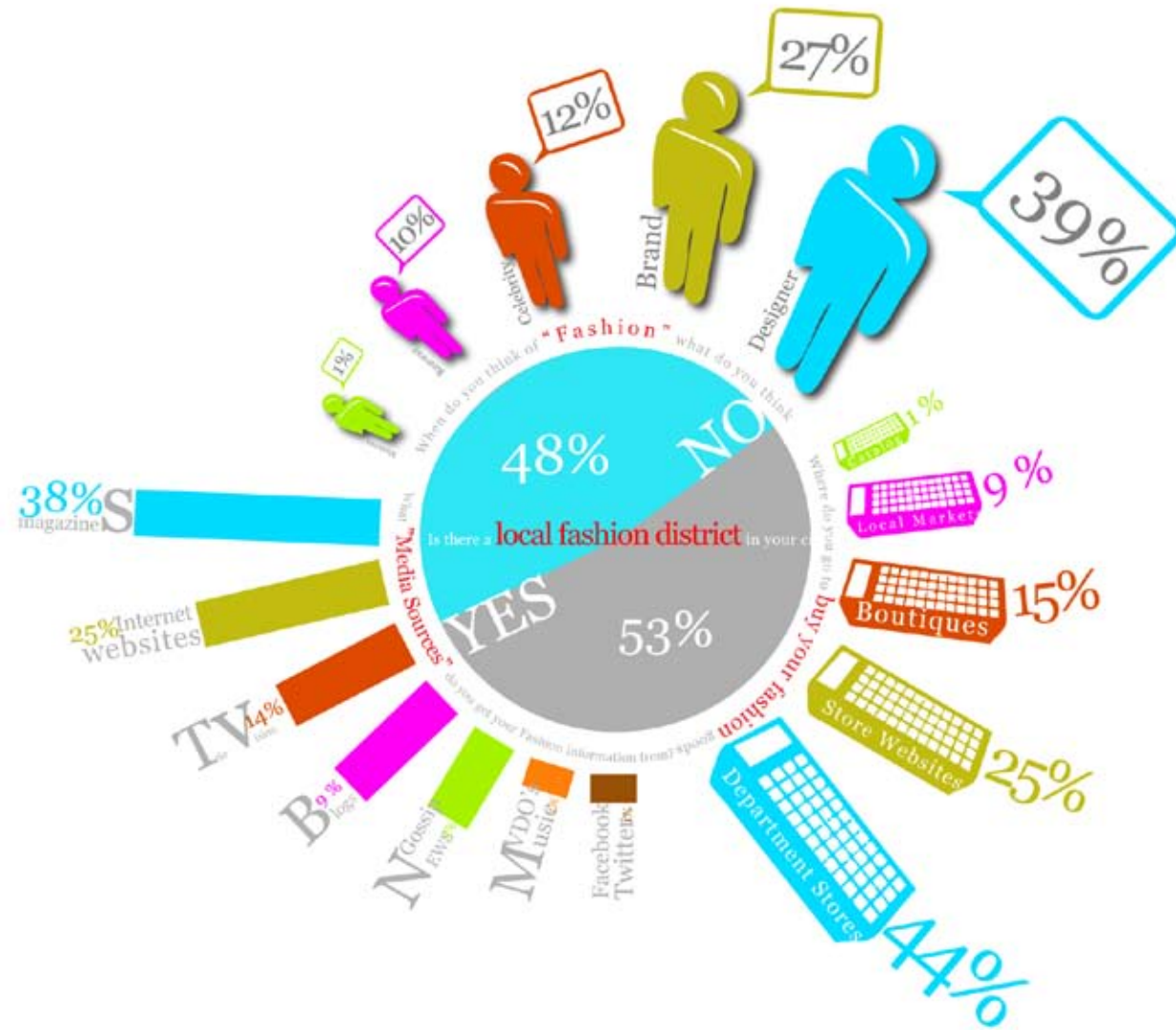
b) National Public Radio episode of THIS DALTONIAN LIFE: This radio episode works on the worst case scenario possibilities for a city whose cultural texture, education and economical facilities are heavily dependent on this silo-avenue of income- the carpet industry. Once exploited to the maximum degree, Daltonians will find themselves trapped within a morbid structure of facilitating life.

c) RAIL- the hip upbeat magazine of DALTON: This preview of the monthly magazine issue for Daltonians covers the best case possibilities. Ranging from economic welfare options such as new industry's headquarters, cultural texture amalgamation and higher education options, this magazine covers the most promising vision of a future Dalton.

Our project encompassed the broad categories of concerns for the Daltonian future, exploring indepth possibilities within each option. As a whole we realized an opportunity of growing technology and awareness within the next 20 years. Which is why, it only seemed ideal to weave all our foresights through a Twitter page.

The success of our project did not lie in our ability to become successful forecasters, but in the manner in which we illuminated what could be done in order to sensitize Daltonians to the possibilities and the drivers of change that may otherwise be ignored. To this we added our personal insight into the past and cast a picture, which through our group efforts resulted in an orchestrated scenario planning project!

Infographic



Condor

Under the direction of GDI our team, comprised of students from MIT and the SCAD, researched a multitude of factors that would enable us to better understand and identify existing and future fashion cities. Our methods included the use of Condor, a dynamic internet-based software system that enables the user to identify relationships and patterns based on several web-based components. Additionally, the scope of our project included investigating websites, blogs, conducting contextual research (ethnographic research), and professionals related to the fashion industry.

Upon the completion of our research our team was able to accomplish multiple objectives. First, by researching the outlining factors necessary for a successful fashion city we gained a better understanding of such factors. This has enabled us to better concretize and present our findings for use by other parties. With the constant rise and fall of local and global economies, potential change in demographics and commercial influences it is safe to say that tending to the vitality of these factors is the best way to further understand, establish, and maintain a fashion city.

Many are aware of some of the world's best known fashion cities: New York City, Paris, London, and Milan, but those on the rise, Atlanta, Hong Kong, and Rio de Janeiro will best benefit from our research in hopes of continued success and upholding an important role within the global fashion network. Our conclusions will enable interested parties to use the data for smarter cultural, social, and economic governance within the fashion industry throughout many cities worldwide.

The Next Fashion City



Unbeatable Chick Fil-A Drive Thru

Customer experience, differentiation, and brand identity. The above three words describe our overall approach in this Chick-Fil A sponsored contextual research project. We were presented with the goal of improving the overall drive through experience, as our sponsor Dwain Cox explained:

“We want our customer to talk about the experience they have at the Drive-thru as much as they experience they have inside...” – Dwain Cox

Over the past three months, our Team, Chick-it Out (Buildings and Landscape focus) has worked together to research to gather pertinent and valuable information in order to develop new concepts and ideas that will improve the Chick Fil A drive through experience. Chick Fil A’s original drive thru model included a focus on hospitality, throughput, and great food. Our task was to create new concepts that integrated these three characteristics while going a step beyond and making the “Chick-Fil-A Drive-thru” more than just a regular fast food drive thru. We worked to answer our client’s main questions in this project and build our concept ideas around these solution areas:

- 1) What’s?
- 3) As a key component of customer satisfaction, how can Chick-fil-A improve accuracy in filling orders?
- 4) How can Chick-fil-A become known for its innovative drive through service?

Working together among the different team disciplines we were able to see which problem areas were best addressed by which team. So for Chick-it-out, we centered our attention on how the buildings and landscapes of Chick Fil A would influence customer experience. During the research phase, findings showed that customers were more than pleased with customer service but found nothing worth mentioning about the Buildings and Landscapes. After more passive observation and competitor research we found a lack of unity or any branding value differentiating Chick-Fil-A restaurants. The goal was bringing the values of the inside service to the outside and making Chick Fil A’s drive thru truly recognizable among all the fast food chains.

To boil it all down, the drive through experience is an important aspect for Chick Fil A throughput and generates more than 60% of the chain’s revenue. Customer experience and excellent customer service is required in order to be outstanding in fast food operations. Although not always the focus of fast food service concepts, Building and landscape aesthetics have a major impact on customer experience, especially in the areas of cleanliness and accessibility. Designing modern architecture and integrating various technologies will improve the customer experience, making it a memorable and joyful drive thru experience for both customers and staff. Branding values were integrated in all our concepts – both through subtle design touches and complete overhauls of existing layouts.

Collaborative Cyber Platforms

ATTRIBUTES	COLLABORATION	DATA MANAGEMENT	COMMUNICATION	PRESENTATION	DATA ANALYSIS	DATA COLLECTION	REAL-TIME UPDATES	SCHEDULING	FREE	\$\$\$	
Adobe Connect	●	●	●	●		●	●		●	●	✕
Atlas TI	●	●							●	●	✕
Basecamp	●	●	●	●	●	●	●		●	●	✕♥
Bubbl.us	●	●	●			●		●			
Cisco Pulse	●	●	●	●	●	●	●		●	●	✕♥
CiviCom	●	●	●	●			●		●	●	✕
Doodle	●		●				●	●			
Dropbox	●	●				●		●	●	●	
dScout		●	●	●	●	●			●	●	✕
EverydayLives			●	●	●				●	●	✕
Flashmeeting	●		●	●			●	●			
Gephi				●	●			●			
Google Docs	●	●	●	●	●	●		●	●		♥
Huddle	●		●		●	●		●	●	●	
iMeet	●		●			●			●	●	
Mindmeister	●	●		●	●	●		●	●	●	
MS Office		●	●	●	●		●		●	●	
ooVoo	●		●	●			●		●	●	
Prezi	●		●	●				●	●	●	
Project2Manage	●	●	●			●	●	●			
Projecturf	●	●	●	●	●	●	●		●	●	✕♥
Qualvu				●	●	●			●	●	✕
Scriblink	●		●			●		●	●	●	
Skype	●		●			●	●	●	●	●	
Socialcast	●	●	●	●		●	●		●	●	✕
Thinkature	●		●	●		●	●	●			
Venn Maker	●	●		●	●				●	●	
VUE	●		●	●			●				
WebEx	●		●	●			●		●	●	
Windows Live			●			●		●	●		
Zoomerang				●	●			●	●		

✕ - Primary applications
 ♥ - Multi-functional
 * Must meet 6 out of the 8 attributes, excluding 'Free' and '\$\$\$'

After spending three months working in global virtual team (GVT) project, what is the next fashion city which has different students from different locations such as, MIT and SCAD, we came across many difficulties. One of the most significant difficulties is we did not have a knowledge on collaborative online tools that can assist GVT to overcome all the difficulties form being in the different time zones and locations

This matrix is the tool that we invented during the process of taking DMGT 750_Collaboration in Design Organizations. It helps users to identify good collaborative online platforms that they could use for their project especially for GVT's.

This matrix includes almost thirty collaborative online platforms that have different functions and benefits. Some of the platforms help users to gather research online, some of them assist the users to manage their project time line and some of them collaborate users from different locations together.

Interior Design... space for living





East Meets West

is an interior design in a very unique mixed-use building for a very famous noodle and Italian food store in Thailand named “Yen Ta Fo Kruengsonge” and “Papapond”. The client’s need is to merge and blend two different stores which have different styles together. The idea of merging eastern and western styles came from the fact that the food from both stores originated from different part of the world, east and west. The main concept that drives the whole design is to blend oriental elements with western canopy style planning. Dark color furniture is used to enhance eastern atmosphere in the area, while white color is used to emphasis on the western style based on typical western houses’ color during the certain period back in the time. All elements are carefully picked and used in the design.

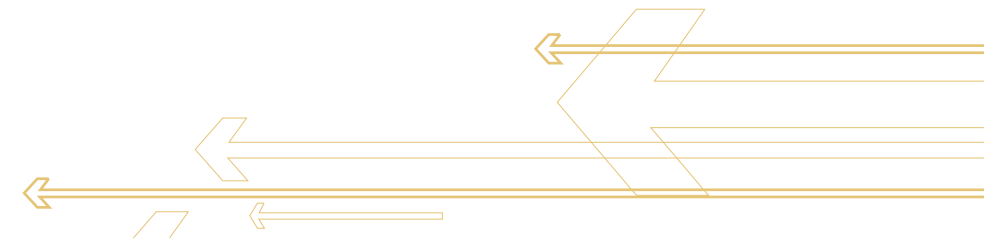
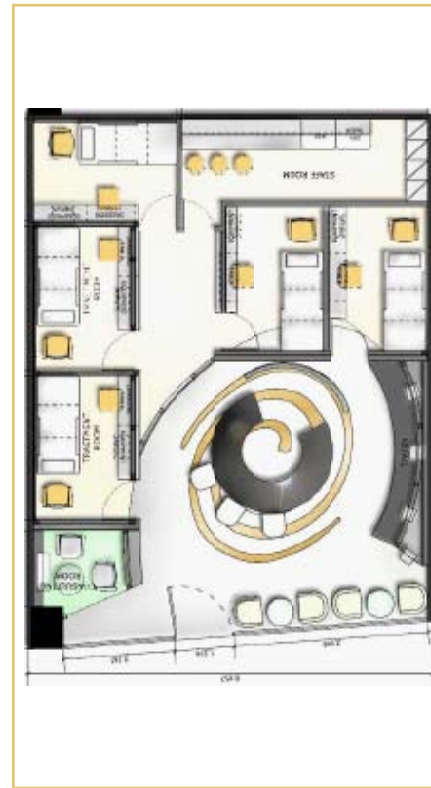


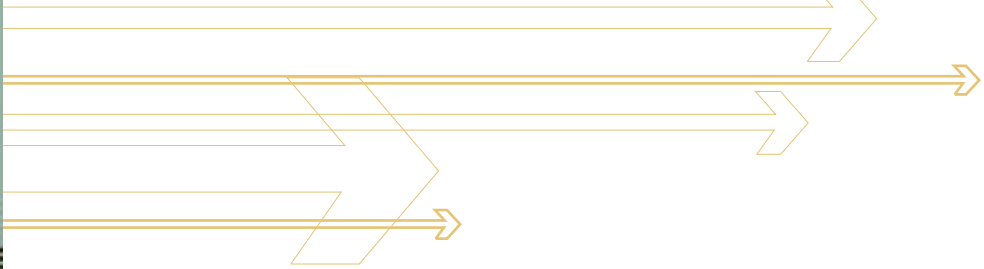
Bot Lakorn Hotel, Hua Hin, Thailand

The name Bot Lakorn Hotel came from the concept of the design for the project. The owner of this hotel is a famous writer, writing Thai dramas, which is called Lakorn in Thai, happening around eighteenth century. Interior spaces in this boutique hotel were designed using different patterns based on different Lakorns written by the owner, so most of the elements were designed following Thai traditional house style back in eighteenth century. Sustainable aspect was also brought into the project by using used materials or reclaimed materials collected from old buildings around the area. All patterned wood panels, used in the project, are used materials.

Retail Store Design >>>

Grefas is a cosmetic store aiming for selling product to high class people in a high class shopping mall. The concept for this design can be explained by the words organic and dynamic. Fingerprint graphic elements on the ceiling and floor reflect the logo of the store, also their curves give the sense of organic and dynamic movement. Curved showcase partitions also support the idea of dynamic and organic through their forms and organic patterned screen on surfaces, and bright color materials were used to give the store its vibrant atmosphere. Moreover, due to the fact that the client required to put as many treatment rooms as possible in the store, treatment rooms were carefully placed in this small cosmetic store. The design approaches in treatment rooms are the use of mirrors and positioning of functional furniture. Mirrors were used as a strategy to give customers a larger sense for the room space, and the tools were placed in the spots where the tools can be practical used.





[Outside In]



This is a competition project to renovate economic department's building set up by cooperation between economic and architecture and planning department in Thammasat university. All twenty five designs were sent to the department, and students in the department had to vote for their favorite designs. This design ended up winning the second rank in the competition. Economic department is one of the most famous departments in Thammasat university. The building was kind of outdated and has been used for more than fifty years, so it was also kind of old. The board of the department came to the agreement to renovate the building to fit with the modern environment around. The building sit on the bank of Chao Pra Ya river which is the main biggest river running across the city. This was picked to be one of the design approaches in the design to express the sense of water in the building. Contexts were used as important sources to design all of the elements in the building. Second floor is the place where all of personnel's offices are located, so this floor was designed to be more luxury. Coffee lounge was merged into the area for encouraging interaction between professors and students.

Event Design...authenticity of art





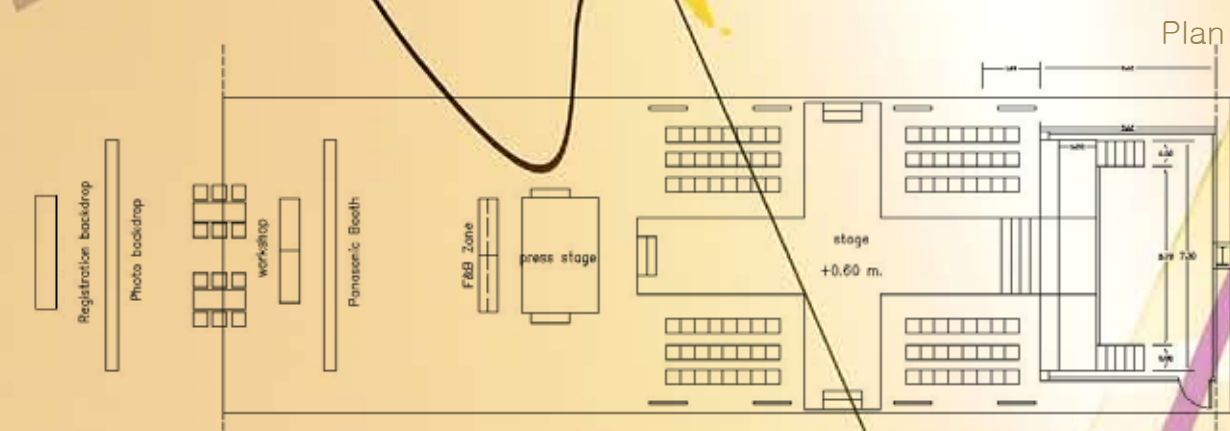
“ Let the Party Start! ”

Love At First Bite is a launching project for introducing Thai people to the dog gourmet named Cesar. The event was setting up for people in high society who love dogs. Main content of the event was to introduce Cesar as healthy dog food, and the name Cesar actually came directly from my design team. The name was expected to catch people's attentions and be easy to understand. The design was based on activities going on in the event which mainly focused on the stage and cat walk. Fashion show was the main activity during the event performed by Thai famous celebrities. The show caught lots of people's attention especially high class people who love dogs and was the talk of the town. The design idea was to blend Louis style with the modern design leading to the concept of Luxury and modern. Louis style was picked and used in the project to express luxury images, but it was simplify and blend with new modern elements. Therefore, this design can be basiccally explained as modern Louis.

LET'S PUT THE BEST
FASHION PIECES
TOGETHER AT
CENTRALWORLD
RUNWAY TO REALWAY
AUTUMN & WINTER 2007



Photo Backdrop of Runway to Realway By Elle Autumn and Winter 2007 @ Central World ,Bangkok, Thailand



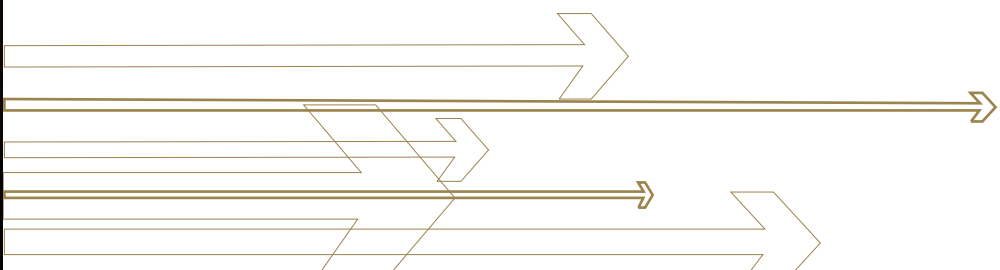


Fashion is on Its Way to Bangkok

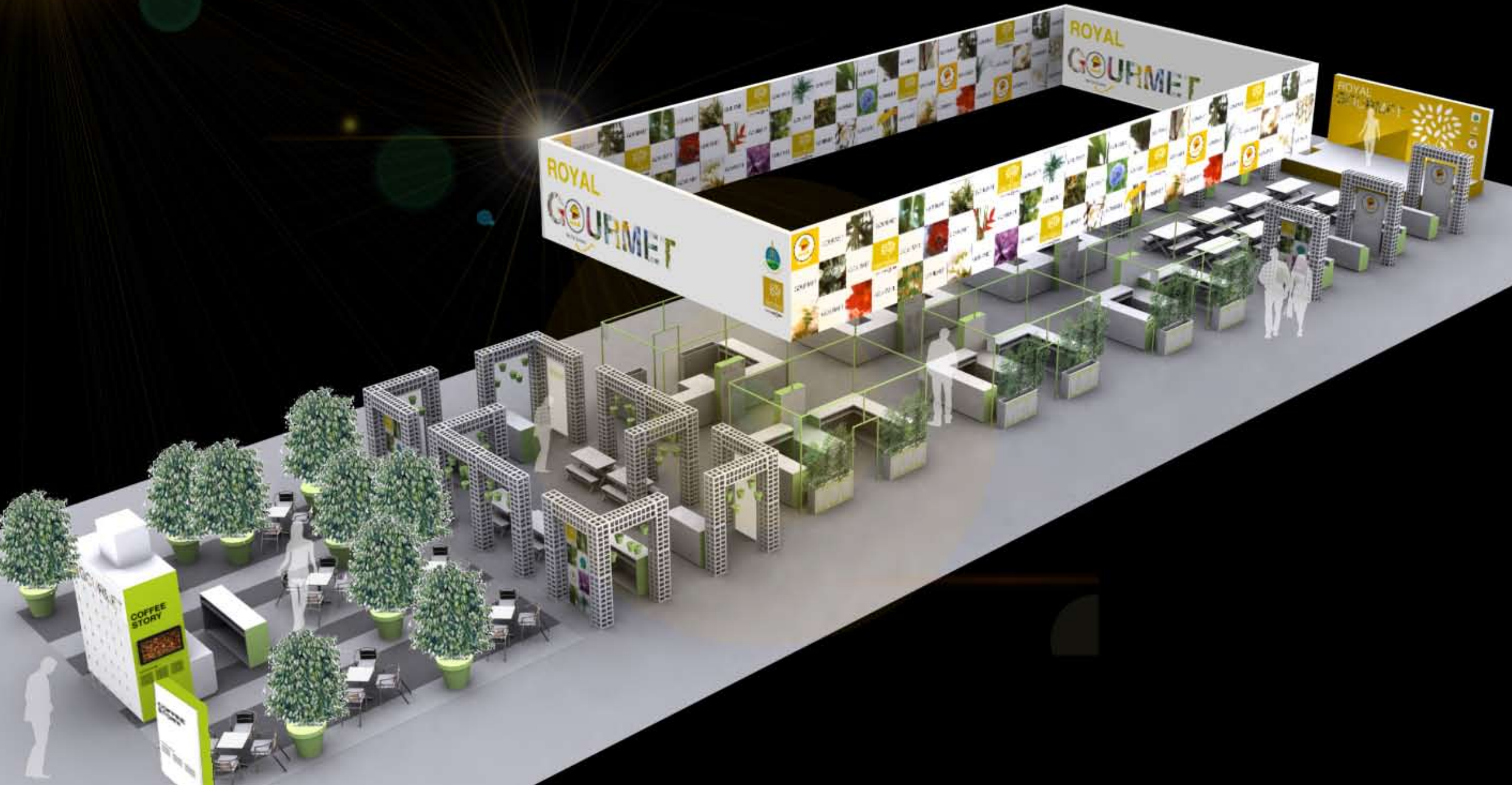
As Thai government is trying to make Bangkok as a fashion city, Runway to Realway is the project that has been supported from Thai government. Runway to Realway is very famous in the Thai fashion industries. The most significant factor is it is held up by Elle, who is a very big fashion industry around the world. Runway to Realway is a bi-annual event, autumn-winter and spring-summer season.

This year 2007 for autumn-winter, the concept of the show is “Let’s put the best fashion pieces together”, so the exicution turned out to be a puzzles pieces. Puzzles have been applied to almost every element of the show to reflect the concept of the event.

The colors that have been implimented in this design came form the colors that are matched with the fashion trend at that time, so for this time pink is the color that is in. The pink color has been applied to most of the desing to trigger the sense of an up to date and fashionable show.



Royal Gourmet



Royal Gourmet was the project originally from His Majesty Thai King's Project. He has been working with people from country side who don't have a good quality of lives, according to their incomes

The concept of this design piece was modular that came from the strength of the King. All of the elements are being designed into a square or cube shape and they could be assembled to each other.

The color yellow is the color that represents our King's birthday color. Another color, which is green, shows the sustainability of the King that he has been working on sustainable agriculture with people from countryside.

L'oreal's Show Cases



Competition Stage



Over all Stage



L'oreal Color Trophy



L'oreal Color Trophy is an event that organized by L'oreal for a competition of a hair stylish. The concept of this design is Chocolate. This concept came from the competition that has the main theme as dessert, which would be an inspiration for all hair styled, who participated in this competition. Each participant would pick different dessert to be an inspiration and make a new hair style out of it.

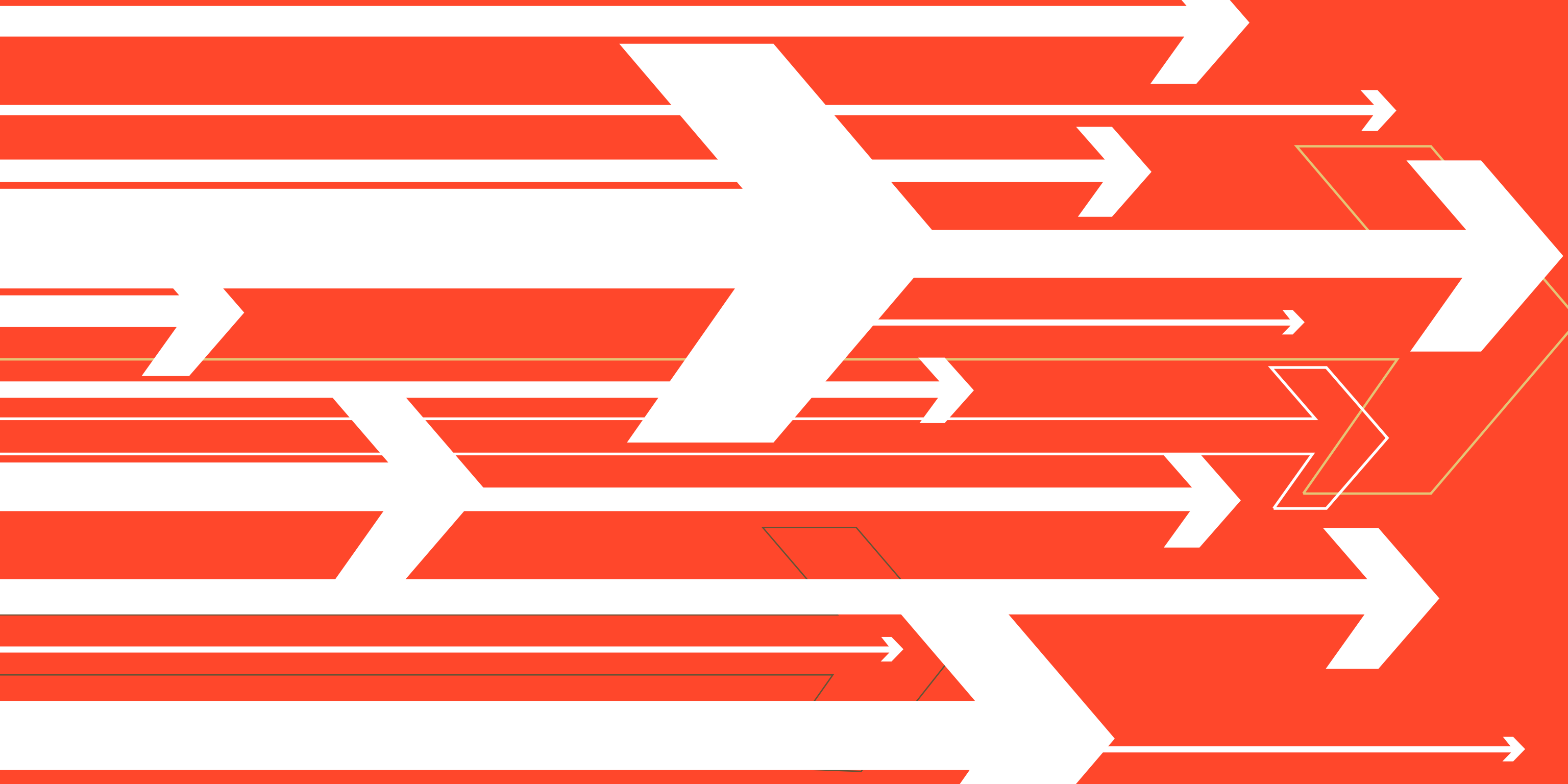
The dark brown color that derives from chocolate color has been applied a lot into the design. Also using of the a Vintage European style reminds all users about dessert 'cafe', which most of them would use this pattern in their places.

Music in Design

Dtac is a very big cell phone service provider in Thailand, who is interested in an innovation marketing design plan. Dtac participated in Fat Festival in Thailand, which is all about music festival. Dtac had a new marketing plan that called "FEEL GOOD", which focused on customers' feeling.

The design solution is to provide the music room that everyone, who wants to play the instruments can play and people outside the music room can listen to that music. By using the speakers that connect from the music room, users can enjoy the live music, which will make them feel good as a new philosophy of Dtac. Also at that time it was the first time that Dtac open their new logo to the public, so the design had to emphasize on the new logo that has been shown almost every corner.





Space Design
Collaboration
Information Graphic
Innovative Solution