

KANOKPORN 'CEE' IAO

**I'M A MULTIDISCIPLINARY
GLOBAL CREATIVE DIRECTOR
WHO IS HIGHLY ADAPTABLE.**

I specialize in creating local relevance across many markets such as US, AUS, NZ, SEA, China, Japan & Korea.

From corporate branding to big ideas to strategic direction and creative work that delivers results, I founded the Thai regional teams in both VaynerMedia and Zipmex, a crypto exchange.

I currently lead the regional ANZ design team for PepsiCo after founding the team in 2022.

ceeiao.com

+66 (0)94 429 5361

carlyiao@gmail.com

SKILLS

Photoshop



Illustrator



After Effects



Premiere Pro



InDesign



Flash



LANGUAGE SKILLS

English



Thai



Mandarin/Cantonese



OTHER SKILLS

Creative Direction • Strategic Thinking • Thought Leadership • Branding • Visual/Graphic Design • Packaging Design • Digital • Interactive • Integrated Advertising • Motion Graphics • Video Editing • UI/UX • Web Design

EDUCATION

MFA Advertising (Art Directing) 2009 - 2011

Academy of Art University
San Francisco CA, USA

Bachelor of Design (Fashion Marketing) 2012 - 2015

Raffles Design Institute
Beijing, China

WORK EXPERIENCE

PEPSICO 2022 – now

ZIPMEX THAILAND 2022

VAYNERMEDIA APAC 2020 – 2022

STORYTELLER BANGKOK 2018 – 2020

YOUNGSTER 2017 – 2018

BBDO BANGKOK 2017

FAR EAST DDB 2016 – 2017

YAHOO SAN FRANCISCO 2015 – 2016

DAI-ICHI KIKAKU 2011 – 2012