

THUNPICHA CHUAYTHAI (RAE)

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PROFESSIONAL EXPERIENCE

Discovery Holidays Grp. – Business Development Manager; Bangkok, Thailand Feb 2025 – Present

- Business development and visual communication for a Thailand DMC across CIS, Russia, GCC, and Morocco
 - Led acquisition and growth of B2B partners (agencies, wholesalers, MICE planners, HNW travelers); redesigned decks, proposals, and itineraries, helping lift qualified agent inquiries to roughly 40–60 per month (≈30–40% increase vs. earlier period).
 - Structured complex multi-day programs into clear, visual packages, enabling agents to present offers faster and contributing to repeat business, including a recurring Morocco group series and a 90-pax MICE group.
- Brand, marketing, and product collateral for luxury and incentive travel
 - Produced premium itineraries, one-pagers, digital brochures, and trade-fair materials that positioned DHGRP as a detail-oriented, higher-value DMC.
 - Standardized quotation layouts with transparent pricing and inclusions, supporting an estimated 20–25% improvement in close rates on key group and MICE proposals.

Voova Group & Brands – Creative / Marketing Graphic Designer; Pattaya, Thailand Mar 2024 – Aug 2025

(eCoachManager, StudentRide, The Coach Company, Club 55)

- Multi-brand creative for transport and travel companies (web, app, and marketing)
 - Designed websites, landing pages, UI elements, brochures, banners, and identity assets, giving four brands a consistent, professional visual presence across digital and print.
 - Created social media and performance-ad creatives plus short motion pieces, testing different visual directions to see what resonated and supporting user-acquisition and lead-generation campaigns.
- Sales enablement and proposal design
 - Replaced plain Word quotations with a branded visual proposal template; across roughly 80–100 quotations, the new format achieved win rates in the 70–80% range, versus about half with the previous format.
 - Built sales decks that explained complex transport/software offerings in simple visual terms, making pitches clearer for non-technical decision-makers.

Real Estate Freelance – Real Estate Agent; Pattaya, Thailand May 2023 – Mar 2024

- Managed the full rental cycle for condos and villas (listing, marketing, qualification, viewings, negotiation); closed 20+ rental deals in a peak month and facilitated 15+ additional rentals, helping reduce vacancy and maintain stronger occupancy.

LUSH – Retail Salesworker; Pattaya, Thailand Jul 2022 – Dec 2022

- Delivered consultative selling and product demos in a high-traffic cosmetics store; exceeded monthly sales targets by around 10%, contributing to higher daily revenue and repeat visits.

EDUCATION

CareerFoundry | UX Design Program; UI for UX Designers; UX Immersion | Remote | 2024

- End-to-end UX/UI training (research, user flows, wireframes, prototypes, usability testing) and visual design for responsive web and mobile; key work includes the “Perfect Properties” real-estate web app (50+ screens) and “PlutoPay” mobile banking concept (secure, low-friction payment flows).

Pan-Asia International School | IB Certificate (Visual Arts) / High School Diploma | Bangkok, Thailand | 2019

SKILLS & INTERESTS

Interests: Visual art; event production and service design; travel and destination storytelling; branding for hospitality; photography

Languages: Thai C1; English B2; Russian & Italian A1

Technical: Figma (wireframing, prototyping, design systems); Adobe XD; Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Adobe Premiere Rush (basic motion/video); HTML & CSS (Visual Studio); WordPress; Google Workspace