



Panop Norrakarnwimol

Profile

Design student with a strong interest in combining creativity with business and marketing. Experienced in real-world projects including startups, social enterprises, and university competitions. Focused on continuous learning and applying design skills to create value in both business and social contexts.

Experience & Projects

Youth in Charge Creative Career Academy (YIC) – Project Presenter & Co Creator (2024)

- Selected as 1 of 8 youth teams nationwide under Branding Thailand by Youth.
- Co-created “Be Free” campaign, positioning Thailand as a Nation of Freedom through STEAM education expansion and a Creative Festival.
- Designed visual concepts and presentation materials representing Srinakharinwirot University.

Siam Piwat x YIC – Siam Sexter Project (Pink Team) – Co-Creator (2024)

- Co-created “Siam Sexter” rebranding concept for Siam Center under the theme of diversity & inclusion.
- Designed campaign visuals, exhibition layouts, and promotional assets.
- Presented the concept and campaign ideas directly to Siam Piwat executives.
- Collaborated with multidisciplinary youth team to propose innovative brand engagement strategies.

BioPet Startup – Chief Executive Officer (CEO) (2024 – Present)

- Founded startup project developing biodegradable pet burial bags with enzyme-based innovation.
- Led product concept design, packaging development, and market validation process.
- Presented idea at university startup competition; achieved 3rd place and received ฿10,000 funding support.
- Attracted interest from a private company for potential investment and product development partnership.
- Currently in process of prototyping and further development.

Saen Saeb Ceramic Store – Chief Executive Officer (CEO) (2024)

- Co-founded and managed a pop-up ceramic store with peers at Banthat Thong Market during the Halloween season (4 days).
- Designed product line and store branding, achieving over 400% profit growth.
- Directed market positioning and customer engagement strategy.

Sustainable Development Club (SDC), SWU – Vice President & Designer (2025 – Present)

- Served as Vice President of the Sustainable Development Club (SDC).
- Led planning and organization of activities promoting sustainability and creative problem-solving.
- Coordinated with student members and external partners to run workshops and competitions.
- Supported project development in areas such as smart energy, sustainable design, and social innovation..

Enactus Thailand – President & Designer (2025 – Present)

- Developed a mushroom-based social enterprise empowering rural communities.
- Designed product concepts and packaging for value-added mushroom products .
- Achieved 4th place nationwide in the Enactus Thailand National Competition (2024).
- Increased household income and improved community resilience through social enterprise frameworks.

Contact

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Education

- **Bangkok Christian College**
Science-Mathematics Program
GPA: 3.46
2011 – 2023
- **Srinakharinwirot University**
College of Creative Industry (CCI)
B.A. Product Design
GPA: 3.40
2023 – Present

Skill

- **Creative & Design:**
Branding, Packaging, Universal Design, Campaign Development
- **Business & Strategy:**
Business Model Canvas, Social Enterprise, Pitching
- **Leadership & Collaboration:**
Team Management, Public Speaking, Event Organization

Awards

- Startup Competition (SWU)
- **3rd Place among all**
- Enactus Thailand National Competition
- **4th Place among all**