



NOTE ALISHA BENNER

SPECIALIST IN
BRAND STRATEGIST & MANAGEMENT
ART & CREATIVE DIRECTOR
VISUAL COMMUNICATION DESIGNER

 099-464-5964

 alisha.note.b@gmail.com

 36/517 Supalai Wellington 2,
Huaikwang, BKK

 byavd.com

SKILLS

- Brand Strategy
- Creative/Art Direction
- Design Thinking
- Communication Strategy
- Brand Identity Design
- Visual Communication Design
- Project Management Tools
- Strong Globally Communication Skill

EDUCATION

BACHELOR OF ARTS (HONS), WITH HONOURS

Accademia Italiana, Florence, Italy
2011

DIPLOMA/ CG DESIGN

Tokyo Designer Academy, Tokyo, Japan
2005

LANGUAGE

English - Fluent
Japanese - Native
Thai - Native
Italian - Beginner

EXPERIENCES

FULL-TIME FREELANCE CONSULTANT BRANDING DESIGNER & STRATEGIST

byavd.com

2017 - Present (9 years)

Branding & Visual Communication Designer

Specialising in transforming business strategy into distinctive brand identity through visual communication.

Expertise:

- Brand Strategy & Positioning
- Brand Identity Systems (CI/VI) – Logo design, Corporate & Visual Identity, Brand Guidelines, and Brand Playbooks
- Communication Strategy & Playbooks
- Art & Creative Direction for online and offline campaigns
- Packaging Design – from concept development to final execution
- Digital Media & Brand Solutions Consulting for small business owners

Additional Roles

- Part-time Branding Instructor for small businesses
- Guest Speaker (formerly at Wecosystem, now WeConnect)

Industry Experience

Providing branding and design services for small to mid-sized businesses across:

Luxury Business, Food & Beverage, Wellness & Beauty, Supplements, Medical, Sports, and Technology sectors.



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EXPERIENCES

BRAND MANAGER/ CREATIVE & ART DIRECTOR

FireOneOne co.,Ltd Digital Boutique Agency Bangkok, Thailand

March 2014 - March 2017 (3 years)

My role focused on shaping clients' brand positioning and reputation, ensuring clear strategic direction and precise execution across digital solutions – aligned with the company's motto as a Mobility Expert Partner.

I led branding strategies for new business development, digital transformation initiatives, and startup solutions.

Key responsibilities included:

- Developing business proposals and strategic presentations for corporate clients
- Creating visual concepts and defining design direction
- Designing UI/UX for mobile and web applications – from structural planning to final execution, with a strong focus on digital platforms

MEDIA & DESIGN MANAGER/ BUSINESS INTERPRETER

Mediator, Joint-Ventor Japanese-Thai, Design Media company

February 2013 - February 2014 (1 year)

Media & Design Manager /Business Interpreter

- Japanese-Thai Business Coordinator, facilitating cross-cultural communication and strategic collaboration
- Media Designer overseeing digital content creation and management
- Graphic Designer for print publishing and advertising materials
- Led branding design for short-term Japanese investment projects entering the Bangkok market – supporting brand positioning and market testing for potential expansion



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EXPERIENCES

INTERNSHIP FOR VISUAL COMMUNICATION DESIGNER BASED IN FLORENCE, ITALY

Essedicom Srl, Emotional Design Company's
Internship Program

June 5 to July 27, 2012 (2 months)

Developed branding and key visual advertising concepts for small businesses in Florence during my internship – including bakeries, restaurants, children's apparel catalogs, and fashion PR media. Primarily focused on visual identity development and communication materials, translating brand concepts into cohesive and impactful visual systems.

GRAPHIC DESIGNER/ BRAND STRATEGIST ASSISTANT

Contemporary Planning Center Design Office
Based in Tokyo, Japan

April 2005 -August 2008 (3 years)

Supported a property developer in conceptualizing retail shop brands for department stores across Tokyo and other regions in Japan. Worked as a Graphic Designer, producing both print and digital materials for company-owned café and restaurant brands, including:

- Leaflets, flyers, brochures, and direct mail (DM)
- Menus and advertising posters
- Website design and digital assets

Contributed to building cohesive brand presence across physical and digital touchpoints.