

Mr. Kittiratana Pitipanich

Date of Birth: 21 April 1969

Age: 49

### Educational Background

1995-1998 Master of Architecture, University of California at Los Angeles (UCLA)

1996-1997 Master of Science in Architecture & Urban Design, Columbia University, NY

1987-1991 Bachelor of Architecture, Silpakorn University, Bangkok

### Professional Experience

2017–Present

Deputy Managing Director, Thailand Creative & Design Center,

Acting Deputy Managing Director, Office of Knowledge Management and Development  
(Public Organization) and Managing Director, Thailand Creative & Design Center

Manages and plans the operation of Thailand Creative & Design Center. Serves as the secretary of the Board of the Creative District driving forward the ecology of Charoenkrung Creative District and the board member of Thailand Textile Institute.

2016–Present

Deputy Managing Director, Thailand Creative & Design Center

Plans and manages the strategy of the Creative Business Development department, the Creative and Innovation Department and the Communication & Marketing Department corresponding to the needs of Thai creative entrepreneurs & designers and the government policy fostering the establishment of Creative Economy as a part of the policy Thailand 4.0.

2005-2016

Director of Design and Creative Business Development Department

Planned and managed the Design and Creative Business Department exceeding the competency of business sector with creativity and design by the approach of Design Thinking and Service Design.

Developed the database for creative and designer, [www.tcdcconnect.com](http://www.tcdcconnect.com), connecting business sector and design business with networking development activities on offline and online channels and online article distributing the skills in the creative business.

Collaborated with the Office of the National Economic and Social Development Board in researches of the Creative Economy and pushed forward the 11<sup>th</sup> National Economic and Social Development Plan.

Co-researched the topics of Creative City, the Bangkok Creative City: Skill Mapping in 2009 and the Chiang Mai Creative City in 2011 resulting in establishment of TCDC Chiang Mai.

Organized the annual event “Creativities Unfold” ([www.cu-tcdc.com](http://www.cu-tcdc.com)), an international creative symposiums, inviting Thai and international renowned creators and specialists from different fields in the Creative Industries. Functioned as a venue for future development of Thai creative industries, the Creativities Unfold is organizing annually since 2006 with over 3,000 participants yearly.

**2000-2005**

**Design Director**

**ELE In Everyday**

Founded and managed the studio in the areas of architecture, interior design and exhibition. Lead the design direction of the brand “ELE” ranging from furniture, lifestyle product to bags & accessories. Highlighted in development of material and fabric

pattern with copyright permission. Collaborated with Mae Fah Luang Foundation in development of hand-weaving fabric for furniture design.

2000-2005

Chairperson

School of Architecture, Assumption University

Management of architectural curriculum highlighting problem analytical skills for new opportunity in architecture through creative experiment and design.

### Professional Works

2017

- Management of the project studying for best practice to design and commercialize trains for travel business
- The project "Charoenkrung Creative District"
- Initiation of the project "D.R.I.V.E (Design-Research-Innovation-Value-Empowerment)", the very first project with collaboration between multiple governmental organizations in development of research, innovation and entrepreneur. The project is studying a mutual approach between governmental agencies for development of Thai entrepreneur.

2016

- The exhibition and the project "Creative Thailand 2016" exploring the linkage between the creative economy and the policy Thailand 4.0
- SMEs educational project via online channel and the seminar "Change SMEs" Symposium

2006-2016

- The annual event "Creativities Unfold Symposium" bringing world's creative to Thailand

2005-2016

- Entrepreneur development in the creative business development programme

- tdcconnect.com, a designer and creative database, connecting business and design and providing design and creative knowledge with business matching programme.

2014-2016

- The project "Service Design: Train the Trainers" fostering a service design trainer in Thailand

2014

- The exhibition and the project "Service Design for Public Transportation"
- The project for improvement of Hualumpong train station by Service Design

2013-2016

- Series of events "Service Jam/Public Service Jam/Sustainability Jam" promoting the use of service design in the international level with over 10 countries across the globe. Participants are from different industries, from governmental agencies to private organization.

2013

- The project "Service Design for High-Speed Train" with Live-work, a renowned service design agency in the UK. Project result was proposed to the Ministry of Transport for future development of high speed train service in Thailand.

2012

- The project "Design for Flood" studying and accumulating knowledge in design innovation for disaster with collaboration from educational institutions and designers in the form of publication and exhibition.

2011

- The project "Chiangmai Creative City: Skill Mapping" exploring the potential of Chiang Mai as a creative city in the form of researches and seminar

2010

- The seminar "Creative City: Bangkok's Creative Potentials"

2009

- The project "Bangkok Creative City: Skill Mapping" exploring the possibility of multiple areas in Bangkok in the aspect of growth and context of Thai creative industries