Personal Branding Guide

Pawara
Praweenwongwuth

Core values and Credibility

Challenge

I thrive on challenging myself and and always looking for new ways to learn and develop. This drive inspires me to always aim for excellence in my work, even when time is limited. I am passionate about pushing my limit and discovering the extent of my full potential.

Responsibility

I have high standards for myself and continually strive for the greatest results. Because of my passion, I must put in the time and effort needed to produce outstanding results. Even while balancing part-time work and my studies, I remain committed to completing tasks ahead of schedule.

Openness / Courage

My journey from Thailand to Vancouver, where I embraced a new culture and academic experience, shows my courage to achieve my dreams. Also, I bravely switched from a profession in accounting to web development abroad. My unwavering desire to learn and experience things that are meaningful to me has given me the courage to adjust to living in a non-native language situation.

Goals

Primary Goal

My primary goal is to obtain a job that directly relates to my expertise and knowledge gained from my New Media Design and Web Development courses. This will allow me to apply and further develop my skills in a professional setting.

Secondary Goal

I am committed to continuous improvement and growth. This will enable me to stay at the forefront of my field and contribute effectively to any organization I work for.

Mission

"I am driven by my love for design and development. My mission is to seamlessly combine my designer and web development skills, pioneering the fusion of design and technology to captivate, inspire, and make a lasting impact on global audiences."

Specialty

Hard Worker

I commit myself to both my studies and my part-time job, consistently delivering high-quality work as a diligent student and a dedicated professional. My work ethic ensures that I excel in multiple roles.

Fast Learner

Despite being relatively new to coding and design, I quickly grasp and effectively apply these concepts. My capacity to learn rapidly allows me to adapt my skills to the dynamic demands of the industry.

Adaptable

Whether it's transitioning from Thailand to Vancouver or indulging my love of travel, I possess the ability to seamlessly adapt to new environments without experiencing stress. This adaptability, combined with my strong work ethic and rapid learning, positions me as an exceptional professional ready to confidently tackle any challenge.

Recognition

My goal is to find a job related to my course in front-end, UX/UI, or graphic design, and I'm open to various opportunities within these fields. I plan to raise my visibility by actively producing and sharing work on online platforms, showing my end-to-end project ownership, from initial design to final website coding. Additionally, I'm expanding my skill set to include 3D elements in web design, believing that this unique expertise will set me apart from my peers and enrich my recognition in the industry.
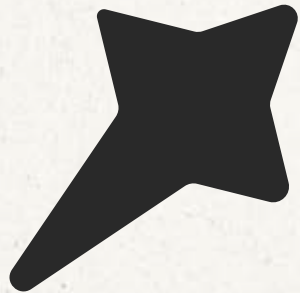
Logo

Letter 'P'

The 'P' holds a special significance as the initial letter of my name, 'Pawara,' and it subtly forms a 'G,' representing my nickname, 'Giselle.' This dual identity is a common Thai practice, blending one's nickname and surname, making it a fitting symbol to reflect who I am.

Arrow

The arrow embodies my forward-focused approach, always seeking fresh challenges and continuous learning. Like an arrow aiming for its target, I'm driven to hit my goals with passion and determination.

Moon

The moon mirrors my night owl persona, symbolizing my serene and open-minded character. Much like the moon's hidden phases, I embrace times when I'm not in the spotlight, recognizing that even when not visible, my presence is integral for survival.

Color Palette

#F92B3A
R:115 G:103 B:202
C:43 M:49 Y:0 K:21

#FFC700
R:255 G:199 B:0
C:0 M:22 Y:100 K:0

#AEDF35
R:174 G:223 B:53
C:22 M:0 Y:76 K:13

#2B388F
R:0 G:26 B:193
C:100 M:87 Y:0 K:24

#292929
R:41 G:41 B:41 C:0
M:0 Y:0 K:84

Typeface

MuseoModerno
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()

Ubuntu
ABCDEFGHIJKLMNOPQRSTUVWXYZ
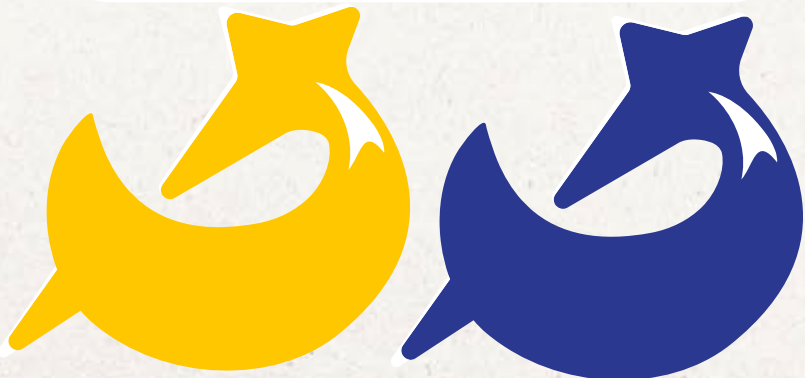**abcdefghijklmnopqrstuvwxyz**
0123456789 !@#$%&*()

Ubuntu
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()

Logo Variation

Implementation

Pawara
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