

A maker in the older sense of the word: I bring things into being and care what they mean. Fifteen years of that has run through film, photography, audio and the platforms behind them, from a studio of my own to Creative Operations Director at i-dac Bangkok in the Hakuodo DY Group. The through-line turned out to be systems, so I'm putting formal language on it with an MSc in System Design and Management at Keio, alongside selected client work in creative direction, content platforms and applied AI. These days I care more about whether a thing lasts than about the next campaign.

EXPERIENCE · 経歴

2025 - PRESENT

Independent Consultant

Yokohama / Bangkok

- A four-month web performance and SEO overhaul for an automotive brand, engaged by i-dac: ran the audits, set the plan, and directed the development team through the fixes.
- An AI-generated promotional video for a nutrition brand.
- A property-showcase site for a development in Portugal.

JUN 2020 - JAN 2025

Creative Operations Director

i-dac (Bangkok), Hakuodo DY Group

- Technical build of EQ Archives, a dual-language content platform.
- GA4, Tag Manager and Clarity dashboards and segmentation.
- Brought generative AI into production for launches in Thailand and Australia.
- Built in-house studios; ran delivery across UX, content and production.

JUL 2015 - JUN 2020

Creative Director, then Head of Production

Bamboo Labs

OCT 2012 - JUL 2015

Founder & Managing Director

Home Cooked Reels

- Films for UN ESCAP and USAID.
- Work for Anantara and Mövenpick.
- A Dior installation, published in Dior's magazine.

JAN 2011 – MAR 2012

Senior Client Production Manager

Pronto Marketing

JAN 2010 – APR 2010

Web Developer

PRTR

EDUCATION · 学歴

Keio University MSc, System Design and Management · expected 2027

Middlesex University BA (Hons) First Class, Recording Arts, Media and Film

SAE Institute Diploma, Audio Engineering

SKILLS · 技能

System design

Content systems

Applied AI & LLM tooling

Figma

Webflow & WordPress

HTML, CSS, JavaScript

GA4 & Tag Manager

Adobe Creative Cloud

Logic Pro

Photography

Film & video

Audio engineering

Analytics & performance

LANGUAGES English & German (native) · Thai (conversational) · French (basic)

RECOGNITION Ventures of Creativity, Hakuhodo: finalist, top 3 of 100 global teams (2023–24) · Wanderlust Travel Photo of the Year: finalist (2016) · Shoot The Land Award (2014) · Featured in Condé Nast Traveler & Harper’s Bazaar

The public CV shows city-level location only. Full contact details are available on request.