



Tonya Choktrakunchai Brand Art Director

Contact

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hernameistonya.com

Skills

Creative thinker
Creative strategy
Problem solver
Visual storyteller

Interests

Wellness & fitness
Large format art
My Dogson, Axl

Creative and strategic Brand Design Lead with over 10 years of experience across the tech industry. Specializing in partnering with global agencies in the creation of rebrands that support business goals and brand awareness. Proficient in collaborating with stakeholders cross-functionally to build and deliver quality assets across multiple platforms on time.

Experience

Mainstay

Lead Visual Designer | 2020-2024

Boston, MA

As the lead Visual Designer at Mainstay, I am responsible for creating user-friendly designs and managing our digital platform, Mainstay.com. I collaborate with cross-functional teams to develop and implement design solutions that enhance the user experience through multiple channels of print, digital, and experiential, to support our mission of improving college access and success through empathetic AI.

- Managed contract developers to ensure design feasibility and implementation on our website.
- Improved website with more intuitive designs and navigation resulting in a 41% increase in engaged sessions, a 20% increase in user engagement, and a 14% increase in CTA conversion.
- Worked alongside global agency, IDEO, and C-Suite in Mainstay's full rebrand to help solve brand awareness.
- Produced B2B2C marketing collateral from concept to delivery across 20 major US markets, including retail signage, print media, and digital assets that support conversion tracking.

Wayfair

Brand Experience Designer | 2018-2020

Boston, MA

As a Brand Experience Designer at Wayfair, I was responsible for collaborating cross-functionally to innovate and bring awareness to the Wayfair brand.

- Collaborated with Wayfair's PR team to create brand experiences for bringing new brands to market.
- Worked jointly on creating Wayfair's first pop-up experience.
- Collaborated with marketing strategists to develop and execute effective marketing campaigns through paid and organic social channels.
- Conducted A/B testing and analyzed data to optimize design performance and drive results on social platforms.

Drizly

Founding Brand Designer | 2016-2018

Boston, MA

As Drizly's founding Brand Designer, I was responsible for creating and executing design concepts that enhanced the brand's visual identity and communicated its values and offerings. I collaborated with marketing and product teams to develop and implement design solutions for various touchpoints.

- Worked with strategic partnerships to create brand campaigns that increased brand acquisition.
- Art Directed and collaborated with photographers and video to bring the brand vision to life.