

## Curriculum Vitae (CV) / Profile

### Faculty of Architecture Khon Kaen University

คณะสถาปัตยกรรมศาสตร์ มหาวิทยาลัยขอนแก่น



**Ackapol Lamuang**  
**Lecturer**

#### Personal

Fullname	Ackapol Lamuang
Academic Position	-
Position	Lecturer
Organization	Faculty of Architecture Khon Kaen University
Address	Faculty of Architecture Khon Kaen University 123 Moo 16 Mittapap Rd., Nai-Muang, Muang District, Khon Kaen 40002, Thailand.
Tel	-
Mobile	-
E-mail	ackala@kku.ac.th

#### Academic

**Doctoral degree** Doctor of Philosophy (Ph.D.) in Creative Arts Chulalongkorn University, Thailand , (2567)

**Master degree** Master of Design (Digital Culture) in Information Design (High Honours) L'École de design Nantes Atlantique, France , (2561)

**Bachelor degree** Bachelor of Architecture (Industrial Design) (1st Class Honours) Khon Kaen University, Thailand , (2555)

#### Expertise/Interests

- Information Design
- Branding Design
- UX & UI Design
- Data Visualization Design
- Product Design

#### Experiences

- Position : **Human Research Ethics Committee**  
Institution/Company : Khon Kaen University (10/2025 - 11/2025)
- Position : **Expert Member of the Faculty Committee**  
Institution/Company : Faculty of Architecture KCU (09/2025 - 10/2026)
- Position : **Postdoctoral Researcher**  
Institution/Company : L'École de design Nantes Atlantique, France (12/2024 - 12/2025)
- Position : **Assistant Dean for Student Development, Alumni Relations & Corporate Communication**  
Institution/Company : Faculty of Architecture KCU (02/2024 - 02/2027)

■ Position : **Design Lecturer**

Institution/Company : Design Department, KKU (10/2018 – 10/2050)

■ Position : **UX & UI Designer**

Institution/Company : Double A (1991) Public Company Limited, France (10/2017 – 06/2018)

■ Position : **Creative Designer**

Institution/Company : Double A (1991) Public Company Limited, Thailand (06/2012 – 06/2016)

■ Position : **Product Design Trainee**

Institution/Company : University of Newcastle, Australia (03/2011 – 06/2011)

## Publication

### Journal

■ National – **Shared visual coherence: Cross-cultural visual communication in Thai-French scholarship**

**posters**, the 6th Thailand Art and Design Research Conference 2026, Journal

Author : Ackapol Lamuang

Year of Publication : 2026 Year : 6 Volume : 1 Page : 203–212

Link to Publication : <https://tade6.ssrui.ac.th/proceeding>

■ National – **Corporate Identity Design for Office of Digital Technology, Khon Kaen University**, Asian

Creative Architecture, Art and Design (ACAAD), Journal

Author : Ackapol Lamuang

Year of Publication : 2025 Year : 38 Volume : 2 Page : 1–19

Link to Publication : <https://so04.tci-thaijo.org/index.php/archkmitl/article/view/281009>

■ National – **The Development of a Participatory Community Logo Design Framework**, Sarasatr: Journal of

Architecture and Design Faculty of Architecture, Chulalongkorn University, Journal

Author : Ackapol Lamuang

Year of Publication : 2025 Year : 8 Volume : 4 Page : 1016–1027

Link to Publication : <https://so05.tci-thaijo.org/index.php/sarasatr/article/view/283765>

■ National – **A Study of Narrative Storytelling Executions**, Journal of Fine and Applied Arts, Khon Kaen

University ISSN 3027–629 , Journal

Author : Ackapol Lamuang Araya Srikalayanabutr

Year of Publication : 2024 Year : 16 Volume : 2 Page : 85–115

Link to Publication : <https://so02.tci-thaijo.org/index.php/fakku/article/view/265297>

■ National – **Corporate Identity Design for a Smart Farm Project**, Built Environment Inquiry, Khon Kaen

University, Journal

Author : Ackapol Lamuang Montida Lertnimanoradee Thanasit Chantaree

Year of Publication : 2024 Year : 23 Volume : 3 Page : 58–71

Link to Publication : <https://doi.org/10.14456/bei.2024.21>

■ National – **A Study on Brand Storytelling Goals** , Built Environment Inquiry, Khon Kaen University, Journal

Author : Ackapol Lamuang Araya Srikalayanabutr

Year of Publication : 2023 Year : 22 Volume : 3 Page : 1–16

Link to Publication : <https://doi.org/10.14456/bei.2023.16>

### Conference

- National – **Infographic design of the Buddhist five aggregates in the digital age**, In Council of Deans of Architecture Schools of Thailand (CDAST) (Ed.), Proceedings of the 9th Architectural and Design Exhibition 2025, Conference – FullPaper

Author : Ackapol Lamuang

Year of Publication : 2025 Year : 9 Volume : 1 Page : 145-152

Link to Publication : <https://archanddesign2025.meeting.in.th/#05>

- National – **Design of Promotional Media for Academic Programs: A Case Study of the Design Program, Faculty of Architecture**, The National and International Academic Conference 2024 (FAR10), Conference – FullPaper

Author : Ackapol Lamuang

Year of Publication : 2024 Year : 10 Volume : 1 Page : 245-256

Link to Publication : <https://drive.google.com/drive/folders/1ITJ2-PIMEL40BUfjqElmjhDM8GITDGFa>

- National – **Design of Logo and Graphic Patterns for Noodle Shops in Pracha Uthit Area, Bangkok**, TDR Con Thailand Design And Research in fine and applied arts Conference 2018, Conference – FullPaper

Author : Ackapol Lamuang

Year of Publication : 2019 Year : 5 Volume : 1 Page : 133-140

Link to Publication : การออกแบบตราสัญลักษณ์

- National – **Project on Designing Campaign Media to Educate and Guide Close Contacts of Patients with Depression**, he National and International Academic Conference in fine and applied arts 2018, Conference – FullPaper

Author : Thanapon Kasetchon Ackapol Lamuang Monthida Lertnimanoradee

Year of Publication : 2019 Year : 5 Volume : 1 Page : 483-488

Link to Publication : -

## Academic Book

- Other, **Data Visualization Design Guidelines For Brand Storytelling Goals Manual** (Year of Publication : 2024)

ISBN : - Printing : -

Link to Detail : <https://heyzine.com/flip-book/83869562a3.html>

- Other, **Theses – Data Visualization Design Guidelines for Brand Storytelling Goals** (Year of Publication : 2023)

ISBN : - Printing : -

Link to Detail : <https://doi.org/10.58837/CHULA.THE.2023.1182>

## Project Research

- **Developing Sustainable Urban Learning Space for Youth** (Year of Project : 2026)

Position Project : Principal Investigator/ Associate Researcher Budget : -

Date Process : 01/01/2569 – 01/01/2570

Funds : Fundamental Fund (FF)

Link to Detail : -

- **Visualizing Cultural Capital: A Data-Driven Approach to City Branding** (Year of Project : 2025)

Position Project : Head Budget : -

Date Process : 01/12/2567 – 31/12/2568

Funds : National Postdoctoral/ Postgraduate System & Reskill-Upskill

Link to Detail : -

- **Brand Identity Design Project, Public Relations Media, Packaging, and Small Stores for Smart Farm Products** (Year of Project : 2010)

Position Project : ผู้ร่วมวิจัย Budget : -

Date Process : 01/01/2563 – 01/12/2563

Funds : Research Program Khon Kaen University

Link to Detail : -

### Keynotes/Invited Talks/Speakers/Panelists

#### ■ Bamboo Weaving, From Tradition to Tomorrow (Keynotes)

Speakers in : Weaving the Future & Transboundary for Newlife China-Thailand Architectural Art Workshop

Location : Guangxi, China Date : 17/11/2024 – 23/11/2024

Organization : Guangxi Arts University

### Training/Workshop

#### ■ Weaving the Future & Transboundary for Newlife China-Thailand Architectural Art Workshop

Organization : Guangxi Arts University

Location : Guangxi, China Date : 17/11/2024 – 23/11/2024

### Awards

#### ■ KKU Honorary Award 2025 in Student Development (Good), Khon Kaen University

Date : 13/06/2025

#### ■ The CDAST Award 2025 (Excellent Award), The Council of Deans of Architecture Schools of Thailand (CDAST)

Date : 04/05/2025

#### ■ IMF-World Bank logo 2026 – First Runner-up Award, Bank of Thailand

Date : 02/10/2024

### Professional Work

#### ■ Made in Kungsadan 2024

Professional Group : Creative Director

Professional Detail :

<https://www.thepeople.co/collaboration/54088>

#### ■ Isan Mu-niverse Exhibition 2025

Professional Group : Curatorial & Creative Director

Professional Detail :

<https://www.isancreativefestival.com/isanmf2025/program/133829>

#### ■ Corporate Identity of Office of Digital Technology, KKU

Professional Group : Graphic Design

Professional Detail :

<https://www.facebook.com/comkku>

#### ■ Visual Identity of Design KKU

Professional Group : Graphic Design

Professional Detail :

<https://www.facebook.com/DesignKKU>

#### ■ Brand Identity of Hongkong Bowl, Khon Kaen

Professional Group : Graphic Design

Professional Detail :

<https://www.facebook.com/hongkongbowl>

■ **Poster Design of Campus France Scholarship 2020–2025**

Professional Group : Graphic Design

Professional Detail :

Franco–Thai Excelence Scholarship 2020–2025

Franco–Thai Young Talent Research Fellowship 2020–2025

PHC Siam Scholarship 2020–2025

**Other information**

- Profile KKU: #
- Scopus: #
- Google Scholar: #
- ORCID: #



Reference/Access Profile Online : <https://archapp.kku.ac.th/profile/ackala>

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