







## CONTACT

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## EDUCATION

### BACHELOR OF FINE ARTS

King Mongkut's University of  
Technology Thonburi, Thailand  
2006 - 2009

## CERTIFICATION

### UX WRITING

UXCel  
2023

### UX DESIGN FOUNDATIONS

UXCel  
2021

### UX/UI BOOTCAMP

Skooldio, Thailand  
2021

### GAMIFICATION DESIGN

Thammasart Design Center,  
Thailand  
2021

### DESIGN THINKING: THE BEGINNER'S GUIDE

Interaction Design Foundation  
2021

## SKILL

### Design

- Design Thinking
- Design System
- Information Architecture
- Usability testing
- Visual Design
- Wireframing
- Prototyping
- User Flow

### Technical Skills

- Design Tools:** Figma, Photoshop, Illustrator, Indesign
- Collaboration Tools:** Jira, Miro, Slack
- User Research & Testing Tools:** Lookback, Optimal Workshop

### Language

- Thai (Native)
- English (Advance/C1)

## EXPERIENCE

### SENIOR INTERACTION DESIGNER

UX Association | Thailand | January 2024 - Now

- Lead the design and development of interactive UI/UX solutions, working with a client in finance industry.
- Collaborate closely with stakeholders to gather requirements, define user needs, translate business goals into user-friendly wireframes and flows.
- Working with other designers to ensure designs are implemented accurately and meet project deadlines.
- Create a comprehensive design system, including components, variants, and documentation, ensuring consistency across all digital products.
- Delivered pixel-perfect high-fidelity designs for desktop and mobile experiences, maintaining visual consistency and accessibility across different devices and screen sizes.
- Wrote clear, concise, and user-friendly UX copy for digital interfaces to enhance usability and guide users effectively through complex interactions.

### PRODUCT DESIGNER

Ascend group | Thailand | April 2023 - October 2023

- Designed the Gold saving feature for True Money's user experience and user interface. There are 100,300 accounts have been created, since it started in December 2023.
- Conducted user interviews and usability testing sessions to gather insights and validate design decisions.
- Collaborated closely with product managers, and stakeholders to define product requirements and business needs to create intuitive and engaging user experiences.
- Created wireframes, prototypes, and high-fidelity designs using Figma.
- Mentored junior designers, providing guidance and feedback to foster their professional growth.

### UX/UI DESIGNER

Data Wow co Ltd., | Thailand | October 2021 - February 2023

- Designed and improved the landing page and the platform on desktop and mobile.
- Collaborated with cross-functional teams, including developers and product owners, to ensure that designs were implemented correctly, met project timelines, and design solutions met both business and user needs.
- Designed a comprehensive Design System.
- Produced UX writing guidelines and microcopy that improved user comprehension and reduced friction within the product.
- Assisted in the development of marketing materials and brand collateral to support the product's launch.