Web Design UX/UI 3D Modeling

BIGZ
PORTFOLIO

2023

Hello! I'm BigZ.

My name is Pongsakorn Jansanit. As a 3rd-year Bachelor of Computer Engineering student, I am determined to gain further experience and enhance my skills as a UX/UI design. My career objective is to actively seek opportunities that will help me grow professionally, expand my knowledge, and contribute to meaningful software development projects.

Education

2021 - 2025
Bachelor of Computer Engineering
King Mongkut's University of technology Thonburi (KMUTT)

Contact Information

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452 454 Bangmod, Thungkru, Bangkok 10140 ,Thailand

Tools & Skills

- HTML
- CSS
- Javascript
- React JS
- Figma
- Blender
- C Language
- Python

My Works

UX/UI

01
University Project
MODX

02
University Project
TradeKub

03
UX Case Study
Bigu Sushi

Graphic Design

04
3D Exterior Design
Phayao Lagoon

05
3D Modeling
Brand & Advertising

06
3D Modeling
Other works

MODX

Modx is an online shopping platform for kmutt book store.

TIMELINE
SEP 2023 - DEC 2023

PLATFORM
Web App

MY ROLE
UX/UI Designer & Frontend Developer

TOOLS

Click Here!

Project Overview

The Problem

KMUTT currently sells products online through the KMUTT Book Store's Facebook page, but this method has limitations. Customers need to notify staff, wait for a response to purchase a specific item, and complete a money transfer with a payment slip for confirmation. Finding products is also difficult using this platform.

Process

Discover Define Design Deliver

Discover

Competitive Analysis

Online Shopping Platform	Unique Value Proposition What makes this company unique?	Advantages What are the things that provide a leg up?	Disadvantages Where might drawbacks exist?
Lazada	Lazada is popular in Southeast Asia, offering a convenient and language-friendly platform for people to buy and sell software and services.	- User-Friendly App - Local Language Support	Some users might face occasional app glitches or slow loading times.
Shopee	Shopee sets itself apart by integrating social features into its platform.	Shopee's software has interactive features, making the app engaging for users.	Users may worry about the legitimacy of software due to the variety of sellers.
ebay	Auction Based Software	Global Software Marketplace allows users to access and purchase software from around the world	As a global marketplace, the quality of software may vary depending on the seller.

Define

The Solution

Build a website just for KMUTT's online shop that's easy to use. User can pick and buy stuff without asking staff. It'll make paying for things easier too. Plus, sorting items and finding what you want will be simpler with better categories and search.

Our Goal

Easy Shopping
Make it simple for everyone to pick and buy what they want without needing help.

Quick Pay
Help user pay for things fast and safe without any trouble.

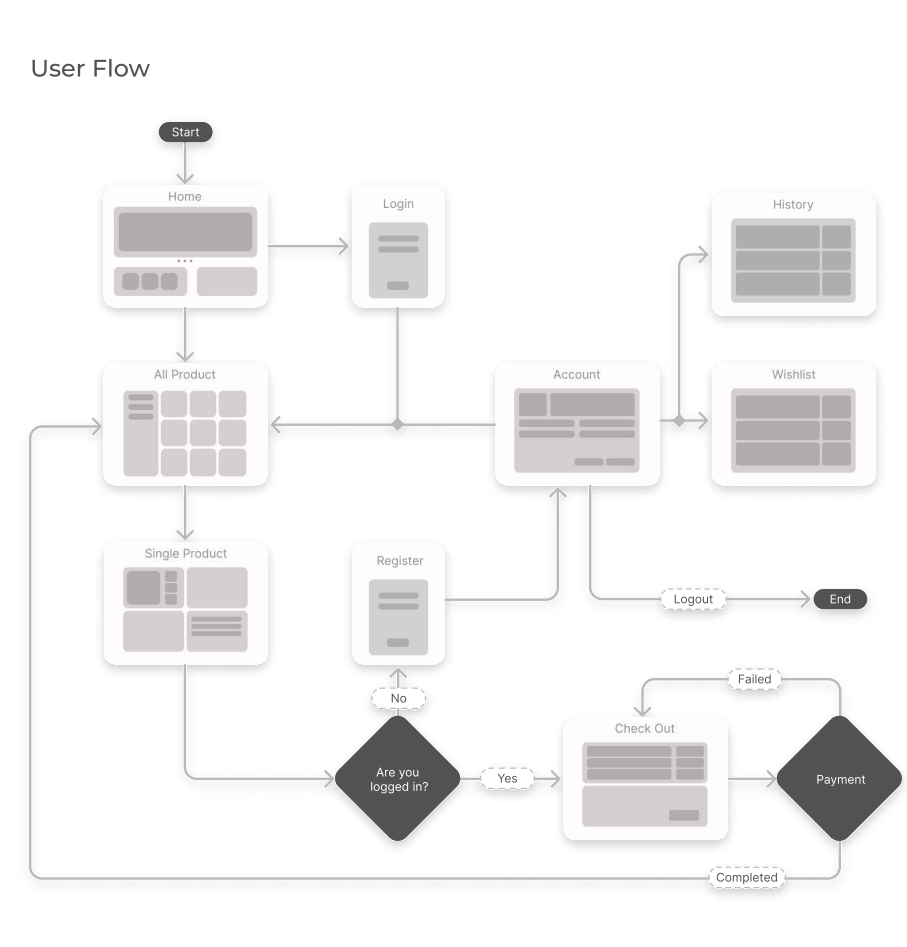
Find Stuff Easily
Make it easy to look for and discover things on the website with better categories and search.

Design

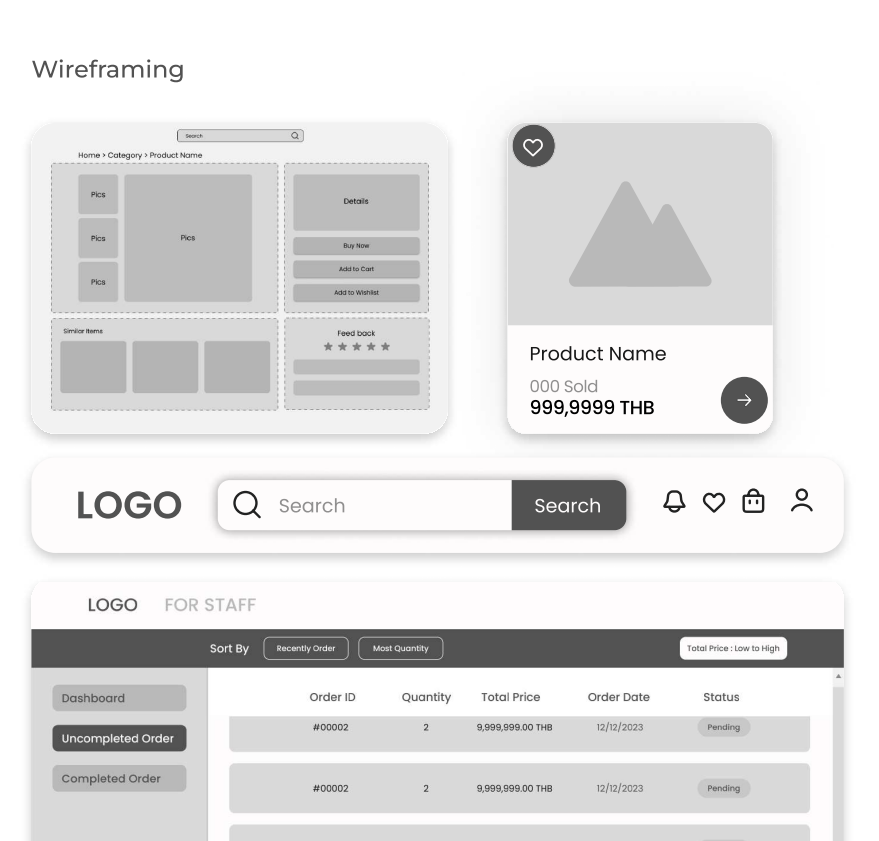
Use cases

In this design step, I work closely with my friend, the Product Owner, to identify and outline various use cases for our platform. We collaborate to understand different scenarios and interactions that users might have with the system, ensuring that we have a comprehensive picture of how our platform will be utilized.

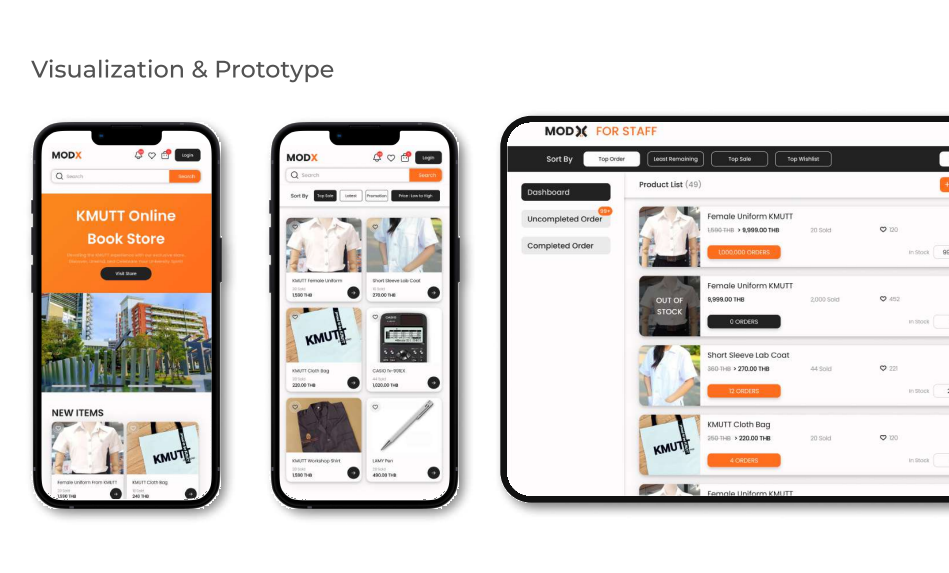
User Flow



Wireframing



Visualization & Prototype



Style Guide

Heading 1
Size 24 px
Line Height 32 px
Heading 2
Size 20 px
Line Height 40 px

Deliver

After finishing the design, I double-check to make sure all the features match what our customers need. Then, I give the final design to the front-end developers so they can turn it into a website. (Implementation)

What did I do as a UX/UI Designer?

In my role as a UX/UI designer for this project, I translated customer requirements and use cases into user-friendly designs.

I conducted wireframing for PC and Mobile screen (Responsive Screen), which is like creating a blueprint, followed by crafting the actual user interface (UI) design, making it visually appealing and functional.

Additionally, I created mockups to visualize design concepts and built prototypes to showcase how the final product would work.

TRADEKUB

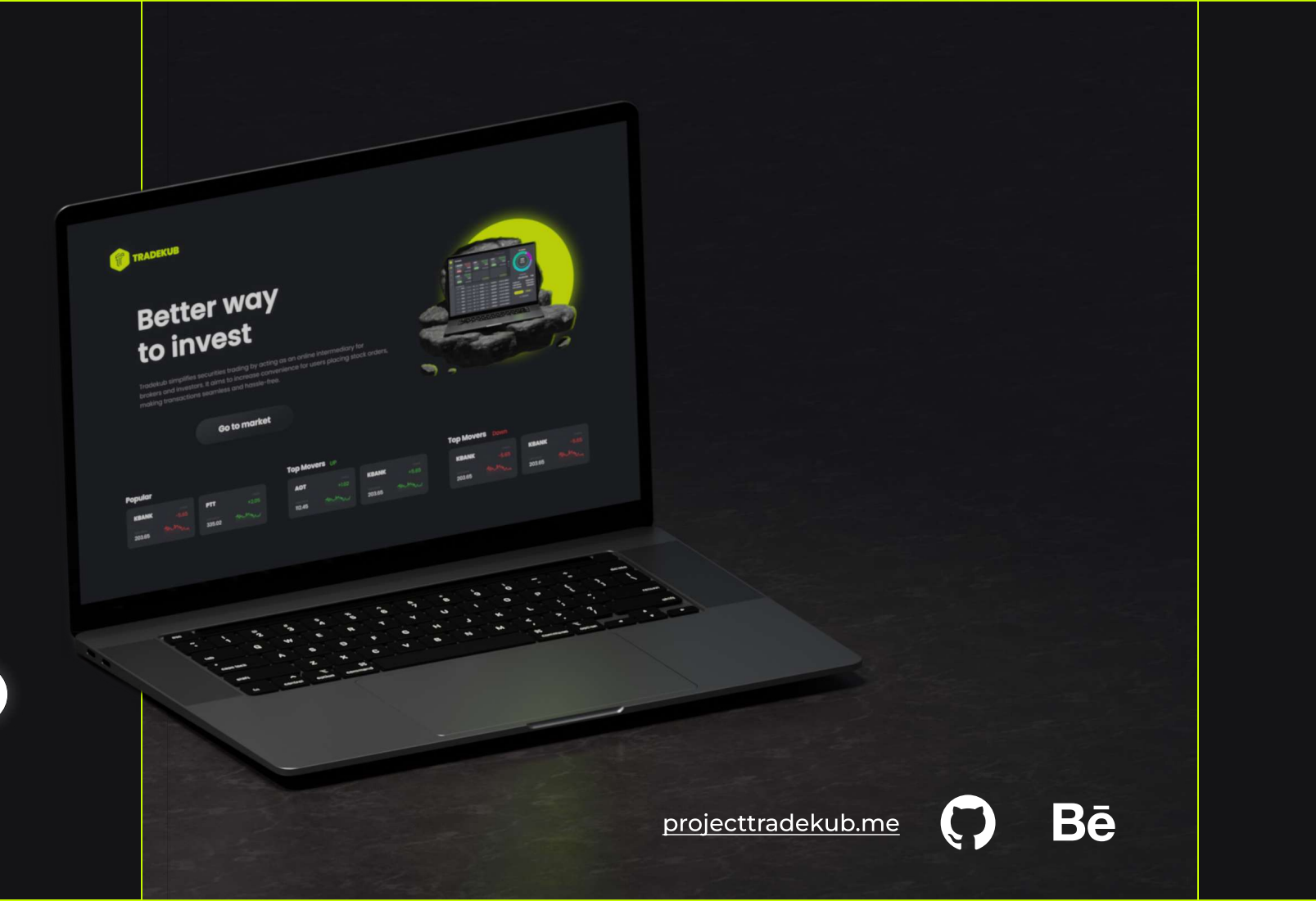
Tradekub, an online stock trading platform

TIMELINE
MAR 2023 - MAY 2023

PLATFORM
Web App

MY ROLE
UX/UI Designer & Frontend Developer

TOOLS



projecttradekub.me

Process

Discover Define Design Deliver

Discover

Competitive Analysis

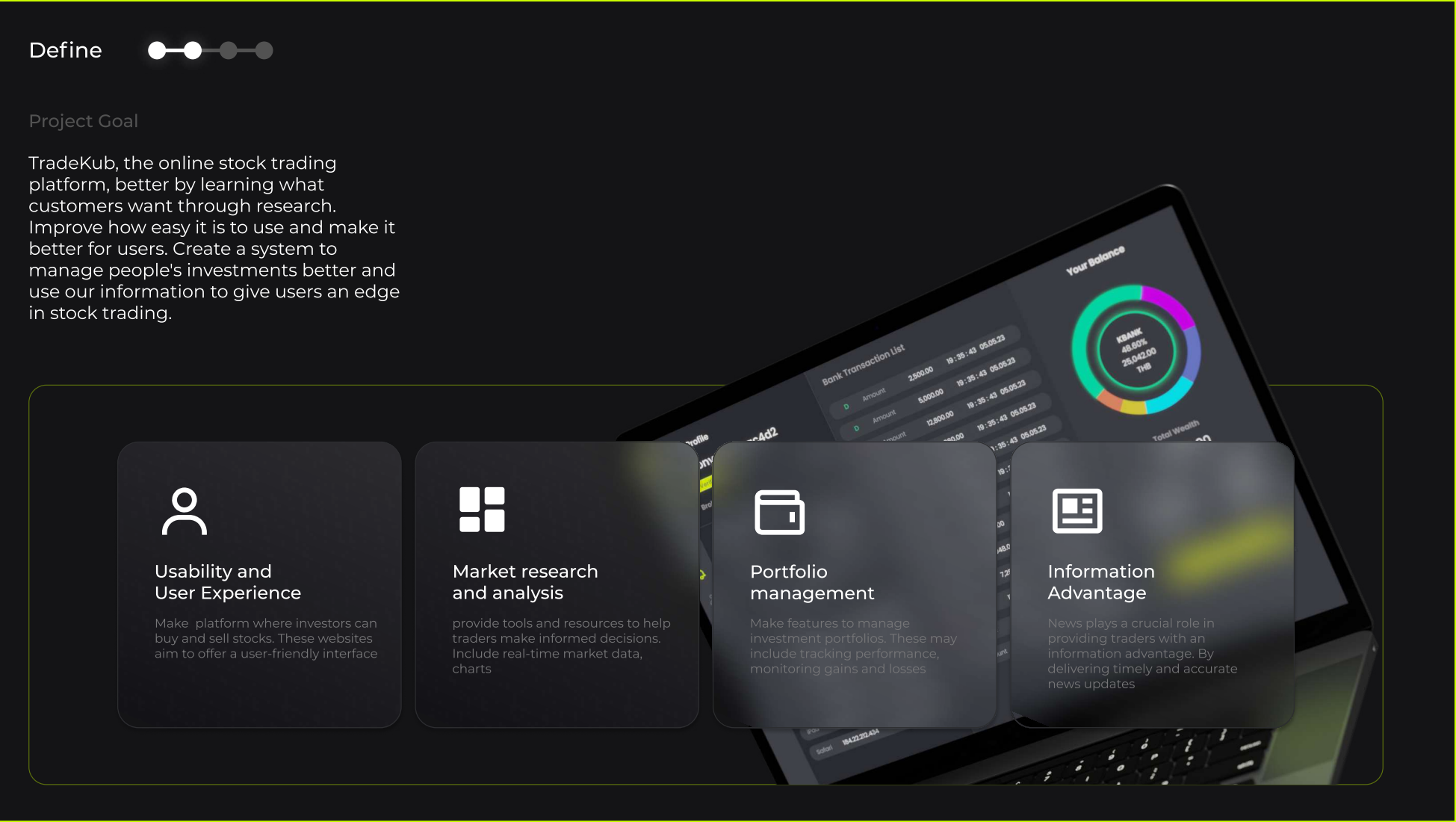
In this phase, I conduct a competitive analysis of trading platforms, such as Binance, BitKub, and Streaming Thai Stock. By identifying the strengths and weaknesses of each, I extract valuable insights. Then, I integrate the positive features into my project while avoiding the weaknesses. This approach enables me to develop a good trading platform that leverages the strengths of existing ones and avoids potential drawbacks.

Online Trading Platform	Unique Value Proposition What makes this company unique?	Advantages What are the things that provide a leg up?	Disadvantages Where might drawbacks exist?
Binance	Wide Range of Cryptocurrencies: Binance stands out for its extensive list of supported cryptocurrencies.	The platform is designed with a user-friendly interface, making it easy for users to navigate and execute trades.	Binance may have limited fiat currency options for deposits and withdrawals.
Bitkub	Bitkub distinguishes itself by tailoring its services to the Thai market, providing localized and user-friendly experiences.	- Local Focus - Simple Interface - Thai Baht Support	While advantageous for local users, Bitkub's focus on the Thai market might limit its appeal to a global audience.
Streaming	Streaming Thai Stock stands out by providing users with real-time stock data and market insights.	- Real-Time Stock Data - News and Analysis	The user interface of Streaming Thai Stock might be complex for beginners, potentially leading to a steeper learning curve.

Define

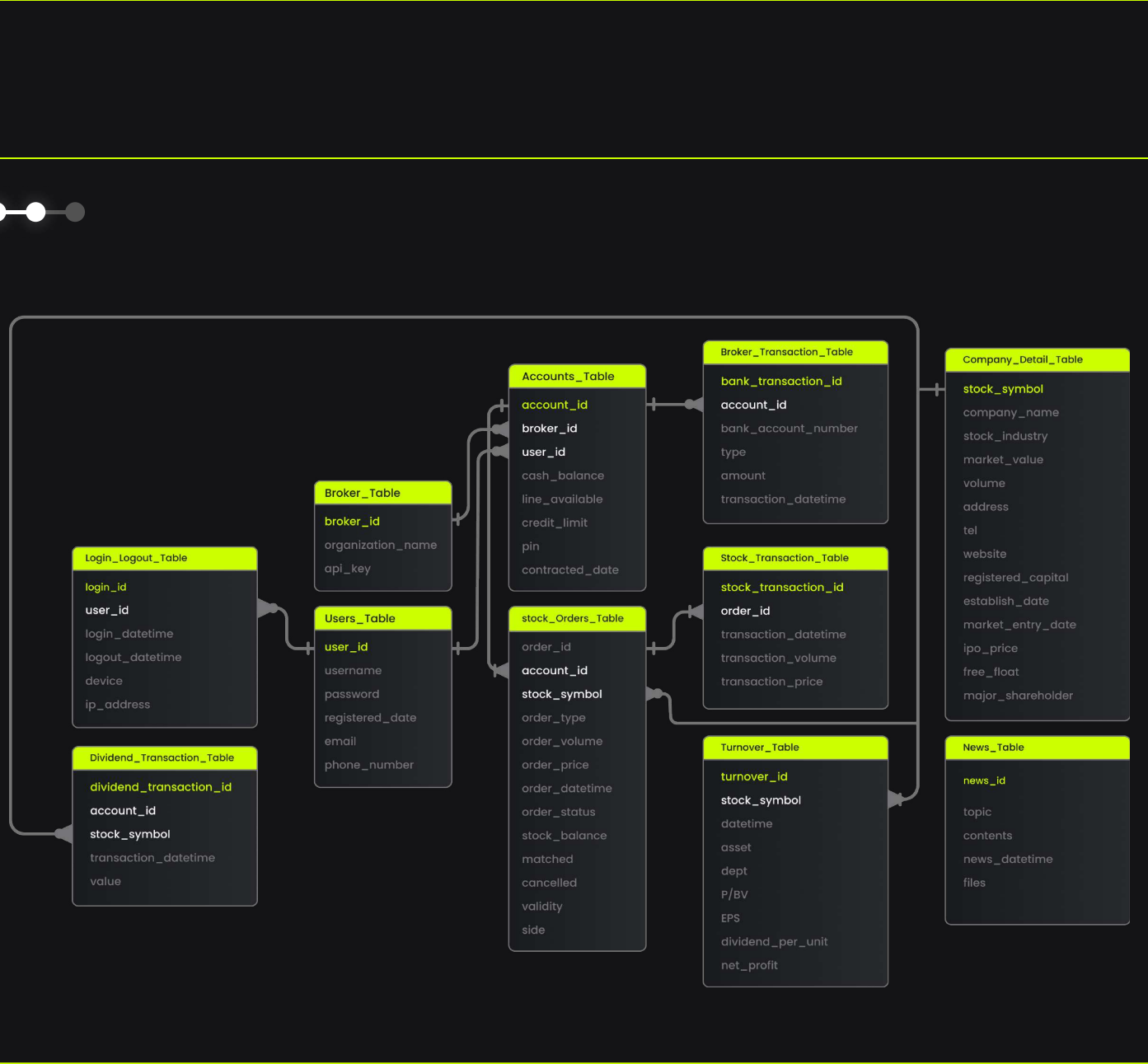
Project Goal

TradeKub, the online stock trading platform, better by learning what customers want through research. Improve how easy it is to use and make it better for users. Create a system to manage people's investments better and use our information to give users an edge in stock trading.

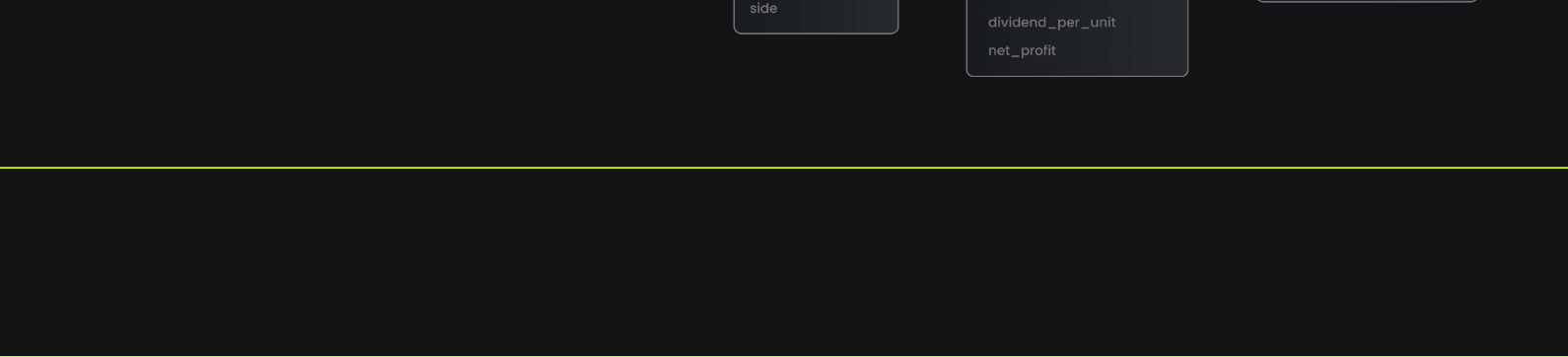


Design

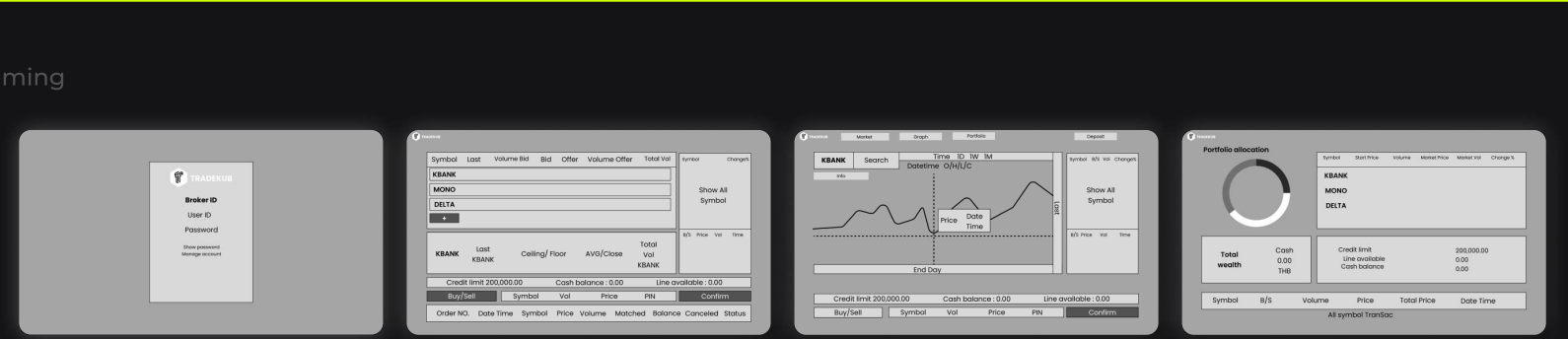
ER Diagram



Wireframing



Mock Up & Prototype



Deliver

Once the design phase is complete, I thoroughly review to confirm that all the features meet our customers' requirements. And then, I hand over the Final Design Prototype and Style Guide to the front-end developers for implementation, transforming it into a functional website.

BIGU SUSHI

Bigu Sushi is an application specifically designed for sushi delivery services.

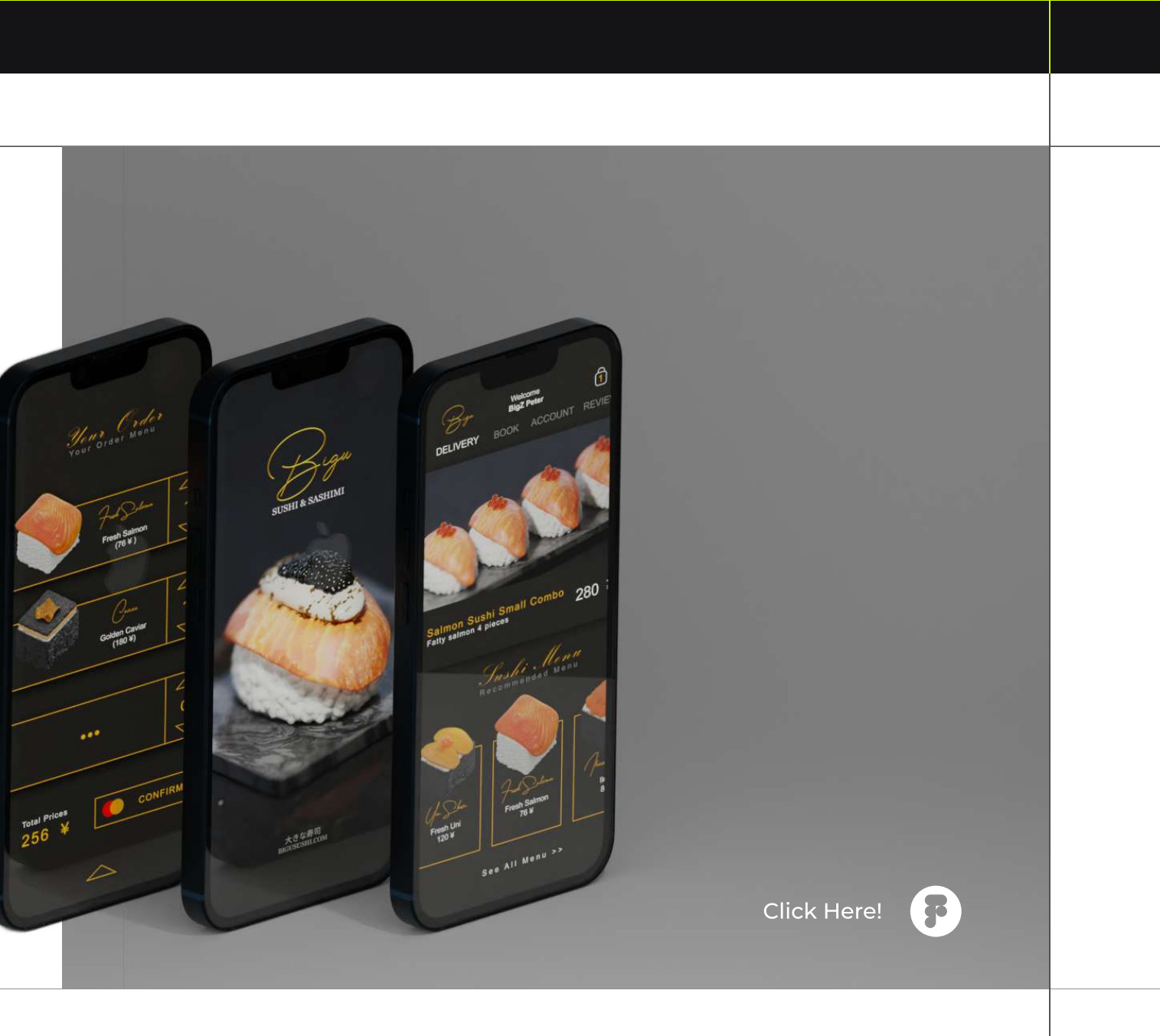
TIMELINE
JUL 2022 - AUG 2022

PLATFORM
Figma

MY ROLE
UX/UI Designer

PROJECT TYPE
UX Case Study (Coursera)

TOOLS



Click Here!

Project Overview

Design Thinking Process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

The Problem

Our small restaurant faces issues with customers waiting in long lines because they can't reserve tables or order in advance. This leads to frustration and longer waiting times for everyone.

The Goal

Create a mobile application that allows customers to reserve tables and place advance orders, reducing waiting times and enhancing overall dining experience.

Empathize

User Research Pain Points

Long Wait Times
Customers often experience frustration due to extended waiting periods, especially during peak hours, leading to dissatisfaction and impeding overall dining enjoyment.

Inability to Reserve Tables
The absence of a reservation system prevents customers from securing a table in advance, resulting in uncertainty and discouraging potential diners from visiting.

No Advance Ordering Option
Customers desire the ability to order food in advance, enabling a smoother and more efficient dining experience, especially for those in a hurry or during busy periods.

Customer Frustration
Overall, these pain points culminate in customer dissatisfaction, impacting the restaurant's reputation and potentially deterring repeat business.

Define

User Research Personas

Lily
Thailand, Bangkok
Age 35
Marketing Executive

About
Lily is a busy professional working in a fast-paced environment. She values convenience and appreciates services that save her time while ensuring a delightful dining experience.

Goal
Lily wants to enjoy quality sushi meals during her lunch breaks without waiting in long queues. She seeks convenience and efficiency in ordering her favorite sushi dishes while maximizing her limited break time.

Problem
Lily often finds it challenging to get her preferred sushi rolls promptly due to long waiting times at the restaurant, leaving her with insufficient time to enjoy her lunch.

Mai
Thailand, Bangkok
Age 28
Business Owner

About
Mai is a busy entrepreneur who values time management and seeks services that facilitate both personal and professional experiences in a hassle-free manner.

Goal
Mai seeks convenience and efficiency in dining arrangements for both personal outings and business meetings. She desires a smoother and more organized dining experience.

Problem
Mai finds it challenging to coordinate business meetings at the sushi restaurant due to the unpredictability of table availability, impacting her professional image and efficiency.

Jay
Thailand, Bangkok
Age 19
University Student

About
Jay is a KMUTT computer engineering student who values efficiency in his daily activities. He looks for solutions that align with his busy student lifestyle and offer convenience without compromising on quality.

Goal
Jay wants a convenient solution to order sushi for his meals while attending online study classes in his dormitory. He seeks a quick and efficient way to enjoy his favorite sushi without interruptions.

Problem
Jay faces difficulty ordering food during online study classes due to the lack of a seamless ordering platform, causing disruptions in his schedule and impacting his focus during classes.

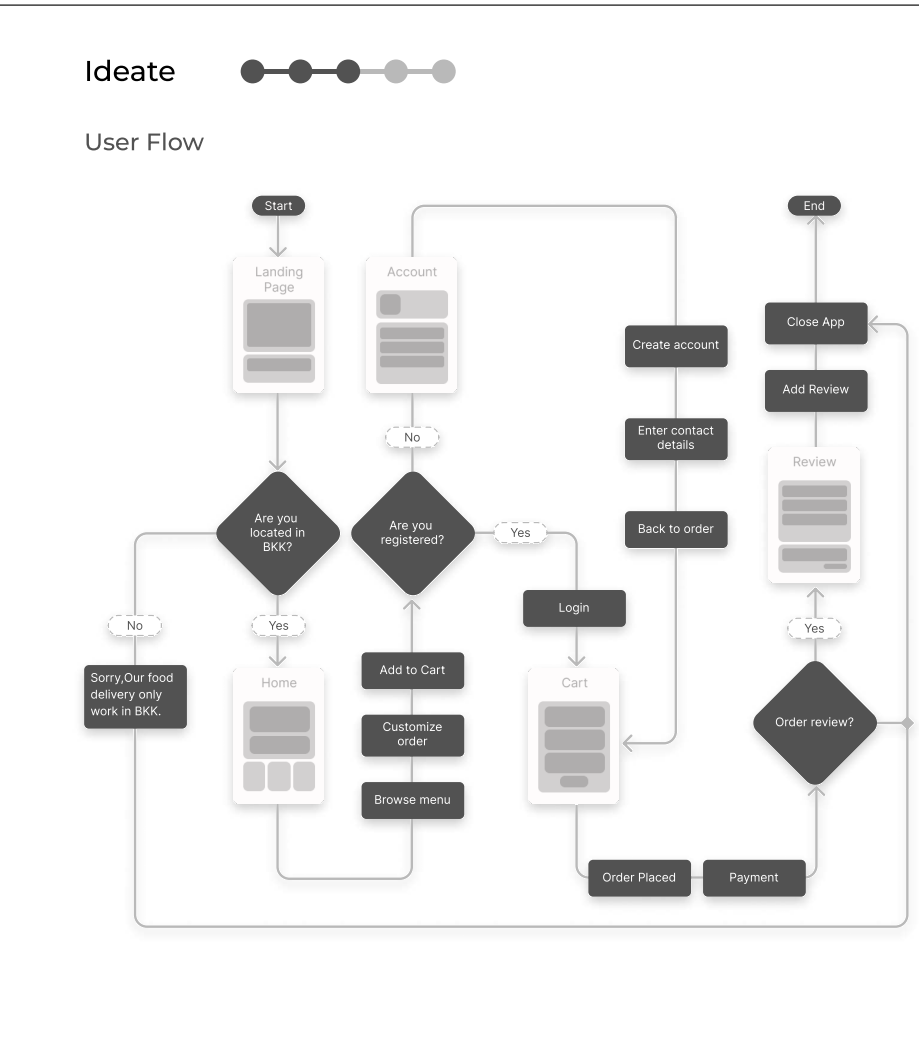
User Journey Map

Goal: Ordering Sushi Online

Action	Open App	Browse Menu	Customize Order	Add to Cart	Proceed to Checkout	Confirm Order	Track Delivery
Task List	Launch the sushi delivery app on his smartphone	Explore the sushi menu, view options, and select preferred dishes	Personalize sushi orders based on preferences and dietary restrictions	Confirm the selected items and add them to the virtual cart	Review the order details, input delivery information, and proceed to checkout	Explore the sushi menu, view options, and select preferred dishes	Monitor the real-time status of the sushi delivery
Feeling Adjective	Curious, excited to start exploring the sushi options	Hungry, scanning through the menu for something delicious	Pleased, tailoring the sushi exactly to personal tastes	Confident, items securely placed in the virtual cart	Focused, entering delivery details with ease	Satisfied, ready to enjoy the chosen sushi	Eager, waiting for the sushi to arrive
Improvement & Ideas	Optimize app launch speed for a seamless start	Implement filters for easy navigation and quick dish selection	Include a user-friendly customization feature with clear options	Provide a visible and intuitive cart summary for quick verification	Streamline checkout process with minimal steps for efficiency	Include order confirmation animations for a delightful user experience	Enhance delivery tracking with live updates and estimated time of arrival

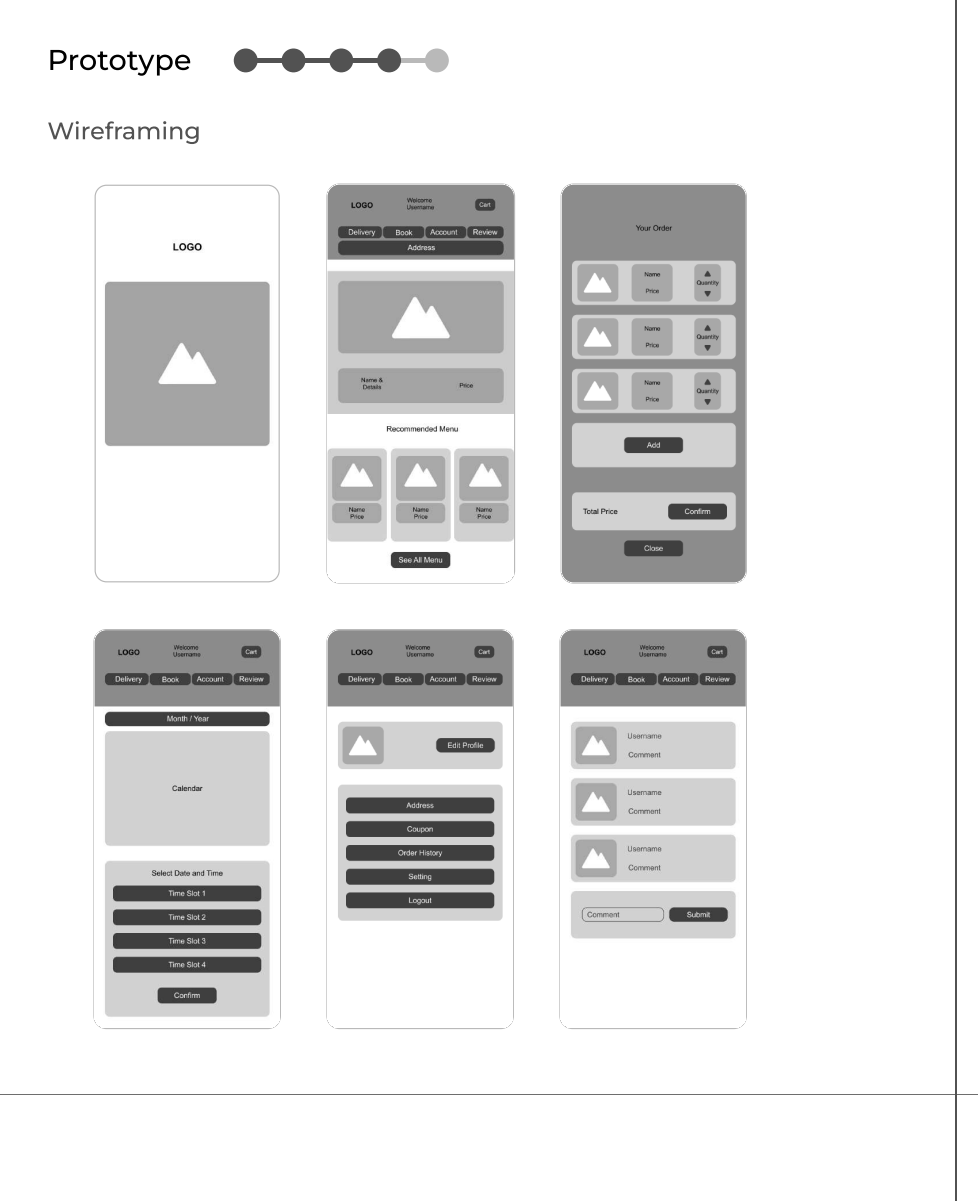
Ideate

User Flow

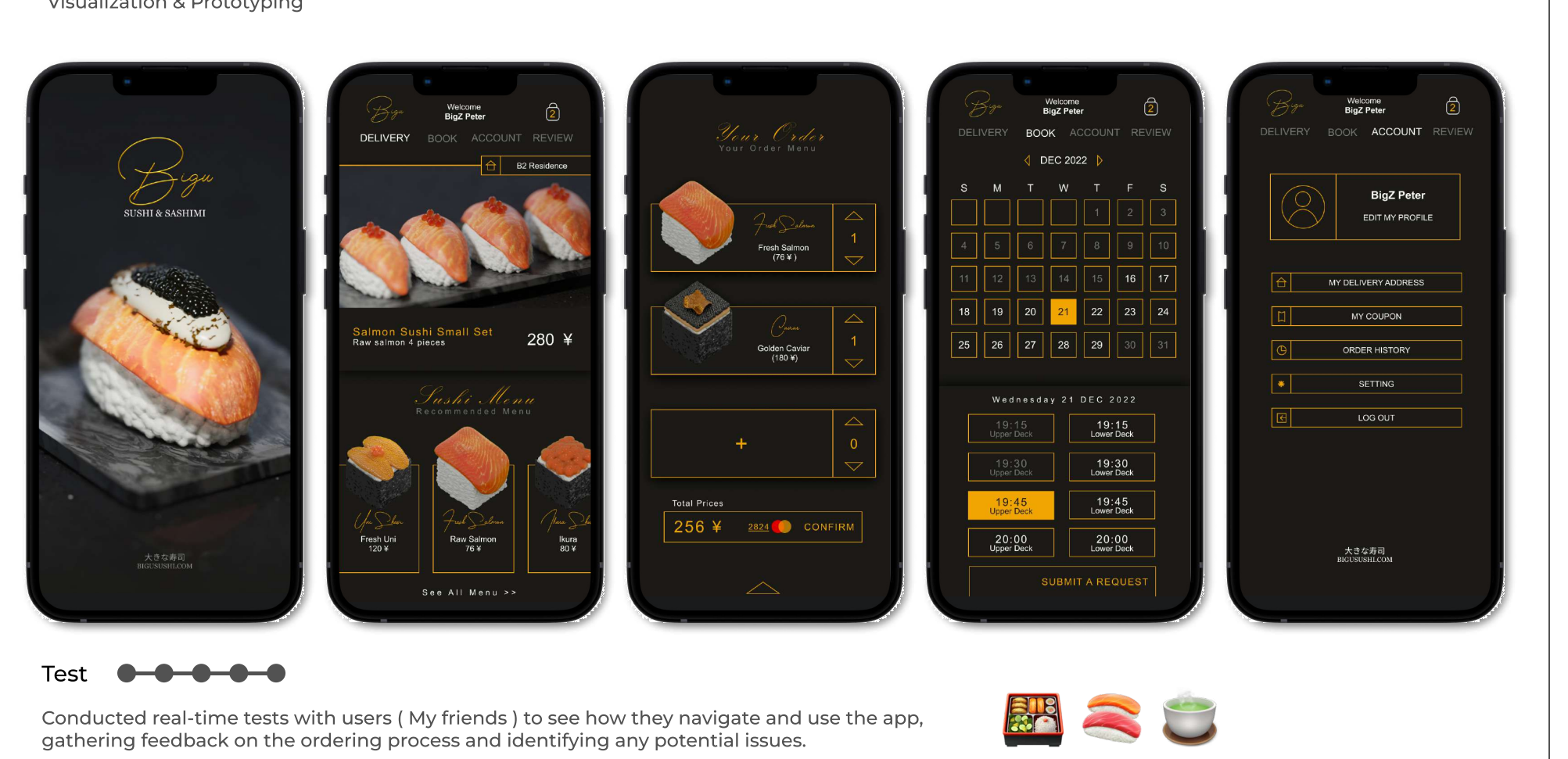


Prototype

Wireframing



Visualization & Prototyping



Test

Conducted real-time tests with users (My friends) to see how they navigate and use the app, gathering feedback on the ordering process and identifying any potential usability issues.

Phayao Lagoon

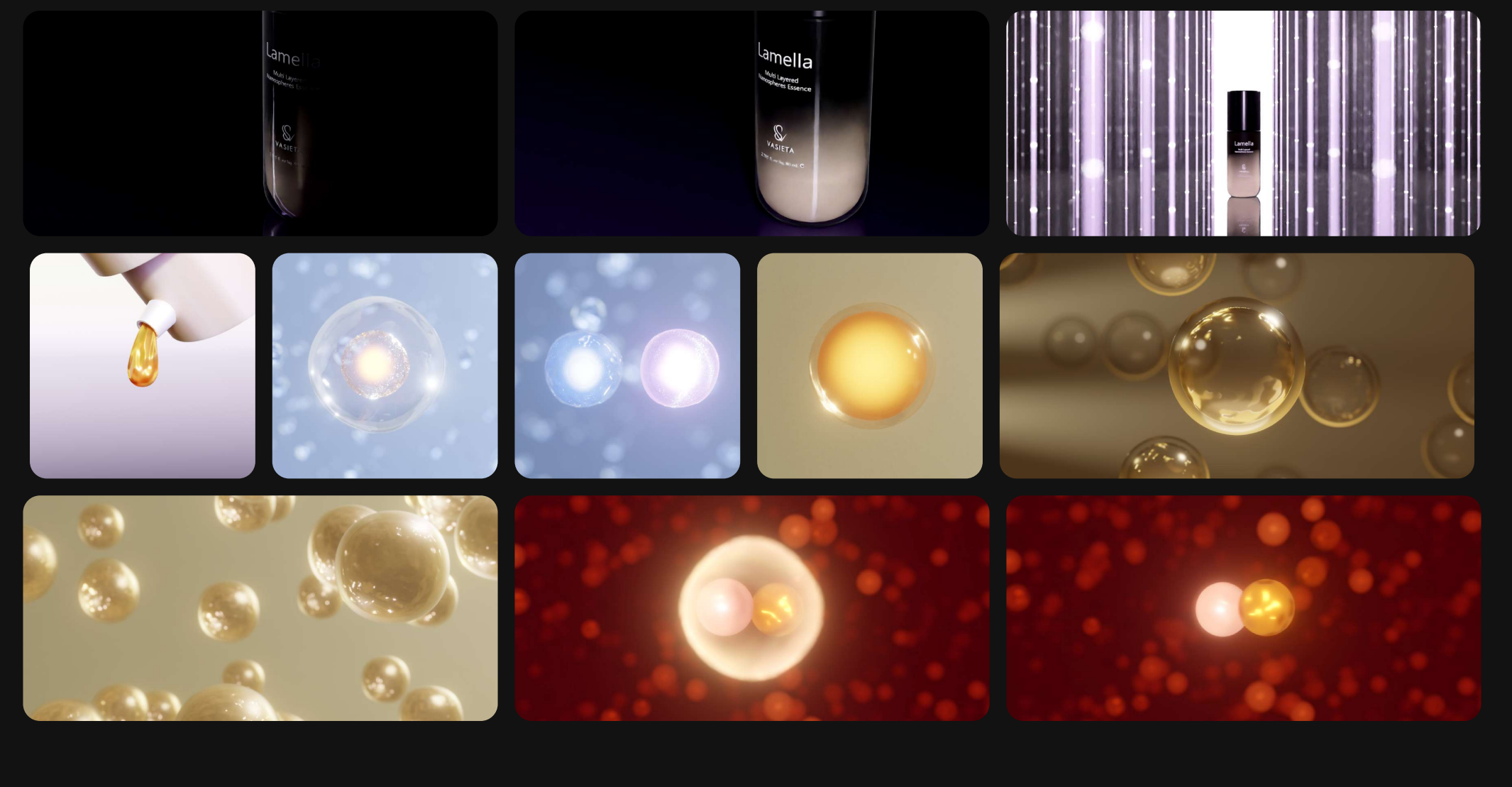
Exterior 3D Modeling

SEP 2023 - OCT 2023

Brand & Advertising

3D Modeling

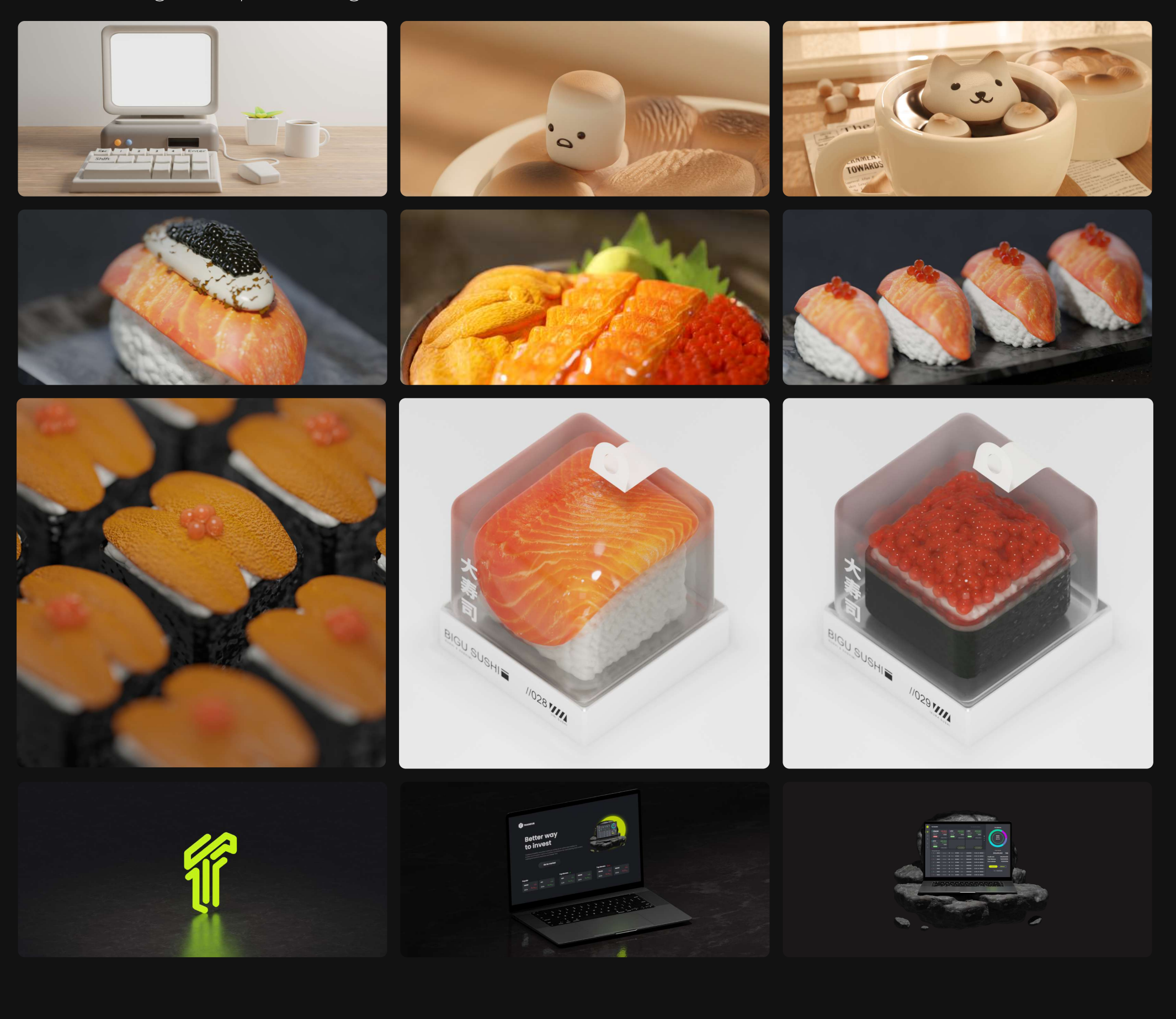
MAY 2022 - JUNE 2022



Other works

3D Modeling & Graphic Design

FEB 2022 - Present



THANKS FOR VISITING
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