



WARAWUT CHUMMONGKHON

CONTACT DETAILS

Email: wara.chu@hotmail.com

Phone: 0650085050

Location: Bangkok, Thailand

TECHNICAL SKILLS

Frontend:

HTML5, CSS3, JavaScript, jQuery, Bootstrap, JSON, Tailwind, SEO

Design:

Figma, Adobe Photoshop, Illustrator, Lightroom, Adobe XD

Tools:

WordPress, SharePoint, Bootstrap Studio, Trello, AI Tools, GA4 (basic), GTM (basic), Ahrefs (basic)

Learning:

Familiar with Next.js and React, Git
Advanced JavaScript practices

LANGUAGES

- > Thai [Native]
- > English [Intermediate]

EDUCATION

- > **Bachelor's Degree in Business Computer** – GPA 3.04
- > **Western University** | 2019 – 2022

WORK EXPERIENCE

FRONTEND DEVELOPER (Contract)

Progress HR Co., Ltd. At KASIKORNBANK Head Office
| Dec 2023 - Present

Key Responsibilities

- **Managed Technical SEO:** Optimized sitemap, metadata, semantic HTML, and image assets for the Vietnam site, ensuring high performance and compliance.
- **Frontend Optimization:** Enhanced site speed and UX by restructuring frontend architecture using SharePoint and Bootstrap.
- **System Integration:** Developed a standardized lead form system, integrating data capture directly with business workflows to replace manual processes.
- **Design System:** Built a reusable UI component library and established coding standards to accelerate delivery and ensure maintainability.
- **Collaboration:** Partnered with KBTG teams (TH/VN) to deploy CMS features and troubleshoot technical issues.
- **AI Integration:** Leveraged AI tools to accelerate HTML/CSS/JS coding and content production workflows.

Key Achievements

- **SEO Growth:** Achieved sustained uplift in organic clicks and impressions after implementing a full SEO and metadata overhaul (verified via Google Search Console).
- **Enhanced Engagement:** Improved user journey and traffic distribution across key credit sections through better information architecture and internal linking (tracked via GA4).
- **Operational Efficiency:** Reduced lead drop-offs and improved response time by replacing manual email transfers with an automated lead capture workflow.
- **Development Speed:** Reduced development time and rework by implementing a lightweight UI library and AI-assisted templating.

EARLIER EXPERIENCE

GRAPHIC DESIGN (Contract)

Progress HR Co., Ltd. – KASIKORNBANK Head Office
| Jul 2023 - Nov 2023

- Produced marketing assets for bank campaigns, including banners, posters, and social media creatives, ensuring alignment with brand guidelines.
- Developed reusable templates and asset libraries for consistent branding and faster design production.
- Conducted creative research to adapt international design trends to local market needs.
- Delivered high-quality print materials such as brochures, manuals, and icon sets.

FREELANCE

Freelance Web & Graphic Designer
| Jan 2021 - Jul 2023

- Designed and launched custom WordPress websites, optimizing structure and performance for clients across industries.
- Created digital and print marketing materials to strengthen brand presence for SMEs.
- Delivered end-to-end photography services for events, portraits, and commercial shoots, including editing and retouching.