

# PATCHARA YAKIAW

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🐙 [GitHub](#)

🌐 [LinkedIn](#)

🌐 [Portfolio](#)

## SUMMARY

Motivated front-end developer passionate about user-friendly, responsive design. I enjoy solving problems and learning new tools to build better web experiences. Eager to grow and contribute to a creative, collaborative team.

## SKILLS & TECHNOLOGIES

### Languages

- HTML5
- CSS3
- JavaScript, Typescript

### Styling & UI

- Tailwind CSS
- Shadcn UI
- Framer Motion

### API Integration

- GraphQL
- Next.js API Routes
- RESTful API ( fetch, axios )

### Frameworks / Libraries

- React, Next.js
- Zustand
- Redux Toolkit

### Dev Tools

- VS Code
- Github
- Postman

### Databases

- MongoDB, PostgreSQL
- Basic SQL
- Prisma ( ORM )

## PROJECTS

### Movie Finder | [Live Demo](#) | [GitHub](#)

Easy to find or select favorite movie do you want without confusing, user-friendly.

- **Tech Stack** : JavaScript, CSS, Tailwind, React, API (TMDB)
- **Key Feature** : movie search, genre-based filtering, responsive design, add to watchlist.
- **Contributed** : Built features while learning to fetch and handle API data and dinamic routes.

### E-commerce Website | [Live Demo](#) | [GitHub](#)

Modern, user-friendly shopping with easy add/remove features for a smooth buying experience.

- **Tech Stack** : JavaScript, CSS, Tailwind, React
- **Key Feature** : Product filtering, real-time search, shopping cart ( add / remove items ).
- **Contributed** : Built core features while learning global context for state management.

### SaaS Designing | [Live Demo](#) | [GitHub](#)

Crafted a modern, responsive SaaS landing page with smooth animations.

- **Tech Stack** : JavaScript, CSS, Tailwind, Next.js, Framer Motion
- **Key Feature** : Modern SaaS landing page, with responsive design and smooth animation.
- **Contributed** : Explored Framer Motion to learned micro-interactions and improve user experience.

## WORK EXPERIENCE

### Data Analyst & Data Science Intern

April - Aug 2024 | June - Aug 2022

BIG C | TD Tawandang

- **Segmented 330,000+ customers** using RFM and K-Means, boosting marketing efficiency by 30%.
- **Implemented recommendation algorithms** (Cosine Similarity), increasing cross-sells by 15%.
- **Created interactive dashboards** with Tableau, visualizing complex data for clear insights.

## EDUCATION

### Chulalongkorn University

Aug 2019 - June 2024

- **Faculty** : Bachelor of Business Administration ( B.B.A )
- **Major** : Management Information Systems ( MIS )