PATCHARA YAKIAW

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SUMMARY

Results-driven front-end developer with a data analysis background, skilled in HTML, CSS, JavaScript, and React. Passionate about creating interactive, responsive web experiences and optimizing performance. Seeking to grow in a dynamic team. driving innovation while growing my skills in front-end development.

SKILLS & TECHNOLOGIES

- **Languages**: HTML5, CSS3, JavaScript(ES6 +)
- **Frameworks / Libraries**: Tailwind CSS, React, Next.js
- **Version Control:** Github
- **Tools**: Visual Studio Code
- **Others**: Respondsive Design , Basic SQL , Python , Visualization

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)