SUPRAVEE VORASETTAKARNKIJ

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EDUCATION

THE CHINESE UNIVERSITY OF HONG KONG
B.A. integrated Business Administration (BBA)
Sep 2018 - May 2022

EXPERIENCES

GRAYSCALE, HONG KONG
Junior Product Designer   *Oct 2021 - Dec 2021*

- Designed Wireframe and high fidelity prototypes across 3 different projects for various clients.
- Supported and Conducted the User Research process including, creating Information Architecture, User Flow.

AMPD ENERGY, HONG KONG
Digital Product Designer   *Jun 2020 - Sep 2021*

- Designed new features according to feedback from customers' requests, resulted in 50% reduction of the initial timeline.
- Contributed in building Design System for digital product and Brand Guideline to maintain consistency in behaviors across multiple products.
- Designed document templates and marketing materials, which increased engagement by 30%.
- Gathered user needs by collaborating with various departments to collect information.

FLUX PAYMENT, HONG KONG
Product Designer   *Jun 2020 - Aug 2021*

- Collaborated with stakeholders and management team to help define the product road map and challenges.
- Translated concepts into user flows, wireframes and prototypes that lead to intuitive user experiences, which ensuring the ease of use and accessibility.

STORIUS, HONG KONG
User Experience Designer   *Dec 2020 - Mar 2021*

- Led the multi-cultural Design team's direction.
- Designed and Prototyped mobile application, including more than 20 responsive high-fidelity wireframes.
- Assisted in identifying challenges and brainstorming solutions, which increase accessibility for the flow of application.

DYN INVESTMENT, HONG KONG
Digital Marketing   *Feb 2020 - May 2020*

- Designed and Prototyped mobile application and created Information Architecture.
- Conducted Business Proposal and Pitch Deck, which successfully gain the funding from HKSTP.
- Participated in Competitor Analysis and User Research.

SKILLS

- **LANGUAGE**: English (IELTS 7.0), Thai (Native), German (B1)
- **SOFTWARE**: Abode XD, Figma, illustrator, Lightroom, Photoshop, HTML, CSS, Jira
- **DESIGN**: Product Design, User Flow, User Journey, User Interface, Information Architecture, Wireframing,
- **RESEARCH**: Data Analysis, User Research, Usability Testing, User Interview, Survey

PROJECT

- *BEAUNUTY (L'Oreal Brainstorm competition 2020):* A mobile application for one-stop-service e-commerce and beauty consultant.

CERTIFICATES

- Visual Element for User Interface Design by California Institute of Arts
- Interaction Design: Software and Web Design Pattern

AWARDS

- Business School Scholarship (2018 – 2022)
- Winner of CUHK Hackathon 2021

EXTRACURRICULAR ACTIVITY

- Campus Recruitment Ambassador
- Business School Student Ambassador
- Vice President and Lead Designer of CUHK Thai Student Association
- Designer of TEDxCUHK

INTEREST

Traveling, Fashion and Arts, Photography