

KASIPANG PHANTAJAK

kaokasipang@gmail.com | (66+)830383969 | <https://www.linkedin.com/in/kao-kasipang>

ACADEMIC BACKGROUND

Graduated : Jul 2021

Chulalongkorn University
Bachelor of Science in Design and Architecture (GPA 3.26)

SKILLS

• Design skills

- UX/UI design | Visual & Branding | Illustration & Motion design | Agile | Journey Mapping | Information Architecture | Wireframing | Data Analysis

• Soft skills

- User Interviewing | Communication Skills | Requirement Gathering | Presentation | Time & Resource Management | Problem solving | Leadership & Teamwork

TOOLS

- Figma - Advanced
- Adobe XD - Applicable
- Adobe Illustrator - Advanced
- Adobe Photoshop - Advanced
- Adobe After Effects - Advanced
- Adobe Premier Pro - Applicable
- Rhinoceros - Intermediate
- Sketchup - Applicable
- HTML5 & CSS3 - Applicable

CERTIFICATIONS

- Google UX Design Certificates
- Web Design for Everybody: Basics of Web Development & Coding

WORK EXPERIENCE

Mar 2023 - Present

Axons (CP Group) | UXUI designer

- Lead UX research efforts by gathering requirements directly from target users, resulting in data-driven design decisions.
- Created comprehensive user journeys and detailed personas, enhancing our team's understanding of user behaviors and needs.
- Conducted usability tests to refine and optimize user interfaces, resulting in improved user satisfaction and engagement.

Oct 2021 - Mar 2023

CREA | Creative designer

- Researched demographics, adapted guidelines, and collaborated as a graphic designer for a multinational company in Malaysia and Singapore, specializing in impactful banner designs for diverse campaigns
- Designed 400+ monthly banners per client's guidelines using Adobe workflow, managed workflow alignment with timelines through CRM platforms like Jira and Monday.

Jul 2021 - Aug 2021

STU/D/O | Intern

- Conducted weekly research, crafted mock-up designs, and presented innovative ideas to the team and senior architects.
- Designed infographics and all associated artworks for selected designs.

Jan 2021 - Mar 2021

Hotel interim (Bangkok design week 2021) | Cloudfloor limited company | Intern

- Collaborated closely with the Creative Director to establish the project's conceptual framework.
- Conduct research, analyze data, and design informative infographics for target audiences.
- Coordinated with project collaborators to pinpoint and refine design process.

PROJECT EXPERIENCE

Bacon Bae (NFT) | Illustrator | AU

- Collaborate with marketing team to find art direction for the project.
- Created 2 illustrations ,1 as jpeg and 1 as motion graphic, weekly for social media team.

ICFA Projects (work with Ialicorn studio)

Motion graphic designer

- Research and create mock up designs to set up art direction.
- Generate 20+ illustration designs following the art direction and animated them in adobe after effects.

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UXUI DESIGNER

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CERTIFICATIONS

- Google UX Design Certificates
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WORK EXPERIENCE

Mar 2023 - Present

Axons (CP Group) | UXUI designer

- Lead UX research efforts by gathering requirements directly from target users, resulting in data-driven design decisions.
- Created comprehensive user journeys and detailed personas, enhancing team understanding of user behaviors and needs, and improved user satisfaction through usability tests.
- Translated user journeys and personas into wireframes, delivering one sprint flow for an efficient design process.
- Collaborated with Product Owners and developers to implement Google Analytics, to gather data for informed UX design enhancements in the upcoming sprint

Oct 2021 - Mar 2023

CREA ASIA | Creative designer

- Conducted demographic research, adapted guidelines, and collaborated to create impactful banner designs for diverse campaigns across 7 brands in Thailand, Malaysia, and Singapore.
- Designed 400+ monthly banners per client's guidelines using Adobe workflow, managed workflow alignment with timelines through CRM platforms.

Jul 2021 - Aug 2021

STU/D/O Architects | Intern

- Conducted weekly research, crafted mock-ups, presented ideas, and designed infographics for selected projects.

Jan 2021 - Mar 2021

Cloudfloor company limited | Hotel interim (Bangkok design week 2021) | Intern

- Collaborated closely with the Creative Director to establish the project's conceptual framework.
- Conduct research, analyze data, and design informative infographics for target audiences.
- Coordinated with project collaborators to pinpoint and refine design process.

PROJECT EXPERIENCE

Bacon Bae (NFT) | Illustrator | AU based

- Collaborated with the marketing team to define the project's art direction and created two weekly illustrations—one as a JPEG and another as a motion graphic—for the social media team, resulting in over 10 pieces delivered per month.

International Climate Finance Accelerator (ICFA) | Lalicorn

Motion graphic designer

- Conducted research, developed mock-up designs to establish the project's art direction, and created over 20 illustration designs in alignment with it. These designs were animated using Adobe After Effects over a span of 2 months.