

PEA KOCHSENA

Email: pea.kochsena@gmail.com

LinkedIn: <http://www.linkedin.com/in/pea-kochsena>

UX/UI DESIGNER PROFILE:

- I'm a Bachelor of Architecture and Diploma of User experience design graduate with strong skills in UI/UX Design, UX Research, User Empathy, and Interaction design, Wireframing, and Prototyping.
 - Proficient in using Figma, Adobe, Trello and Tailwind CSS to perform prototyping, wireframing, user flows, and visual communication.
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QUALIFICATIONS & CERTIFICATIONS:

- **Bachelor of Architecture** – King Mongkut's University of Technology Ladkrabang (Thailand), 2022
 - **Diploma of User Experience Design** – Australian Pacific College (Australia), 2024
 - **Tailwind CSS online course** – Udemy, 2023
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KEY UX/UI SKILLS:

- **User Research:** Experience in conducting research to understand user requirements by gathering qualitative insight through participatory and interactive design activities such as usability testing methods, including performance testing focusing on collecting insights, findings, and anecdotes about how people use the service, and combining performance testing with semi-structured Stakeholder interviews and in-depth interviews conducted at the outset of a research project to create consensus and align around research goals.
- **Information Architecture:** Strong understanding of organising information to ensure comprehensibility by Affinity Diagramming, taking indistinct information and making it actionable and concrete by organising, categorising, and labelling qualitative data points that are applicable to websites, apps, and software information architecture including systems such as labelling, navigation, and search functions.
- **Wireframing and Prototyping:** Skilled in using Figma and Adobe for designing and understanding UX principles such as identifying user flows and analysing how the users meet their goals and interact within the system, prioritising page elements in the application based on design principles and user requirements, including creating a storyboard to communicate a concept by visualising user interactions and focusing on a person's experience and translating concepts into user journeys, use cases, wireframes, prototypes, communicating design ideas and prototypes to technical storyboard for introducing the design concept and test the user experience, including delivery stakeholders.
- **Visual Communication:** Skilled in using typography, colour theory and using visuals including data to tell stories to advantage and making things clickable. Experience in using Figma, Adobe, and Trello for generating multiple innovative/new/novel ideas such as Flow Chart and Process Diagramming to solve a problem in visual communication.

PROFESSIONAL EXPERIENCE:

UX/UI DESIGN INTERN AND FRONT-END WEB DEVELOPER

QUICKSITE GURU, MELBOURNE, AUSTRALIA,

APRIL 2024 – AUGUST 2024

Responsibilities:

- UX/UI Design with Figma:
 - **User Research:** Analyzed the existing system for Quicksite Guru to systematically identify problems. Conducted interviews with developers to gain insights and generate ideas. My task focused on improving content features to better accommodate text, SVGs, and assets.
 - **Design:** Redesigned the UI for their platform. Developed user flows before initiating the design phase and started creating wireframes with Figma. Presented designs to the team and developers to gather feedback for further development.
 - **Usability Testing:** Finalized the UI design and prepared for usability testing with the team. Conducted usability testing with developers to collect valuable insights.
 - **Improvement:** Enhanced the design based on user feedback from usability testing and explored potential solutions tailored to the needs of a startup environment.
- Front-end Developer (HTML/Tailwind CSS) - Responsive Design:
 - **Template Development:** Developed template websites for Quicksite Guru, ensuring that all templates were responsive and optimized for different devices.
 - **Wireframing:** Created initial wireframes using Figma to visualize the layout and structure of web pages. Presented wireframes to a mentor for feedback and suggestions to refine and improve the design before beginning the development process.
 - **Design Implementation:** Used HTML and Tailwind CSS to translate wireframes into functional, responsive web pages. Ensured that designs maintained consistency across different browsers and devices.
 - **Responsive Design:** Implemented responsive design principles to adapt layouts for various screen sizes, including desktops, tablets, and mobile devices, using Tailwind CSS.
 - **JavaScript Integration:** Utilized JavaScript to enhance user interaction and add dynamic functionality to the web pages, such as interactive elements and real-time content updates.
 - **Collaboration:** Worked closely with mentors and developers to ensure design and functionality met project requirements and quality standards. Incorporated feedback into ongoing development to continuously improve the user experience.

Achievements:

- **Developed Two Websites template:** Successfully built two websites using HTML, Tailwind CSS, and JavaScript, ensuring responsive design and seamless user experiences across different devices.
- **Enhanced Quicksite Guru Website and App:** As a UX/UI designer, uplifted the Quicksite Guru website and app by creating intuitive and visually appealing interfaces that improved user engagement.
- **Collaborated on UX/UI Design Projects:** Worked on wireframes and interfaces for specific tools within Quicksite Guru, focusing on user-friendly design and clear visual communication.
- **Proven Team Collaboration:** Demonstrated the ability to work collaboratively in cross-functional teams, communicate effectively with stakeholders, and deliver high-quality design and development solutions aligned with user needs and business goals.

Professional References:

- **David Gonzalez-** UX/UI Design Lead, Quicksite Guru
Email: david.gmateus90@gmail.com

KEY UX/UI PROJECTS:

PROJECT NAME: Nice Night Application (Bachelor's thesis)

Objective: To evaluate pain points customers, design and create a new experience that makes customers' nightlife more convenient by using Figma, Adobe, and Trello.

Key Tasks:

1. Conducting research to get ideas and define the design problem by using the generative toolkit which includes a diary study for learning about users, their feelings and habits deeply, an on-site survey for understanding what users think of an existing service, Ethnographic (field) research is a process of observing users in their natural environment, analysing their ways of acting in certain situations with a very concrete focus on the product, activity, or problem which involves observing user's behaviors when they are drunk in the pub and restaurants.
2. Creating a problem statement using the framework for creating problem representations is the 5-Ws-and-Hs framework which is who, what, when, where, why, and how to solve the user's problems then the description of the user's characteristics and clearly describing the user's need and explaining why the user has that need also providing insight into who the user is by creating a custom user type by user type matrix.
3. Creating ideas, prioritising, and choosing those that have the highest potential for implementation by laying out the problem to be resolved and identifying the objectives of a possible solution.
4. Creating design principles and telling a story to the user throughout the design process to create an impression on users using Figma and Adobe illustrator to create prototyping, wireframing, and user flows to determine how many screens are needed, what order should appear, and what components need to be present.
5. Inventing a digital prototype, defining corporate identity and sharing the prototype with use, and adjust the design based on feedback.

Outcome: This case study represents a brand-new design system and the ability to translate complex user requirements into simple, intuitive, and visual designs. This project can analyse user problems and provide services that reduce the number of complaints from users and create a new experience that makes customers' nightlife more convenient such as making reservations, a payment service, making reservations, and a dating service.