

About Me I'm a German/Thai multidisciplinary designer with a knack for User Experience and User Centered Design. I believe that good design is more than just a beautiful facade, but serve to delight and solve real world problems. I have experience working in a variety of creative fields from print, branding, web and app design as well as photography, film making and creative direction. My main strengths lie in ideation and solutions finding. I excel at connecting the dots and coming up with new ideas and concepts, whilst rallying people around them. I love working closely with clients through workshops and perform best in a tightly knitted but diverse team that compliment each other both in skills and personality.

EXPERIENCE

- APR 2015** **Senior UX Designer**
Present *MAQE, Bangkok, Thailand*
Responsible for developing UX and UI for a variety of clients within an Agile Software development team. Help organise and run workshops, conduct user testing and interviews.
- MAR 2014** **Freelance Graphic and Web Designer**
SEP 2015 *Various Clients*
Working closely with a variety of clients mainly in the medical sector both in the UK and Germany to develop their Corporate Identity and websites.
- OCT 2013** **Retail and Product Designer**
MAR 2014 *Technology Will Save Us, London, United Kingdom*
Responsible for developing concepts for retail spaces as well as prototyping new products and occasionally stepping in for the project manager.
- MAY 2011** **Product Design Intern**
JUL 2011 *DeGross Design & Innovation, London, United Kingdom*
Helped to develop, prototype and market a new range of lamps made from recycled materials. Responsible for photography and creating promotional material.

EDUCATION

- 2010 - 2013** **BA Design**
Goldsmiths, University of London
London, United Kingdom
- 2009 - 2010** **Foundation Art & Design**
Hampstead Garden Suburb Institute
London, United Kingdom
- 2006 - 2008** **A-Level (ICT, Geography, Economics)**
Harrow International School
Bangkok, Thailand

STRENGTHS

Ideation and Solutions Finding
Communicating Ideas and Concepts
Kickstarting New Projects
Prototyping and Refining Designs
Hard Working and Outcome Driven

FAVOURITE TOOLS

Sketch App
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Premiere Pro
Invision
Marvel
Principle App
Pen and Paper
Basic HTML & CSS

CREATIVE FIELDS

UX/UI Design
Interaction Design
Service Design
Product Design
Graphic Design
Logo and Brand Concept

INTERESTS

Overland Travel
Art & Craft
Photography
Cooking
Writing and Blogging

LANGUAGES

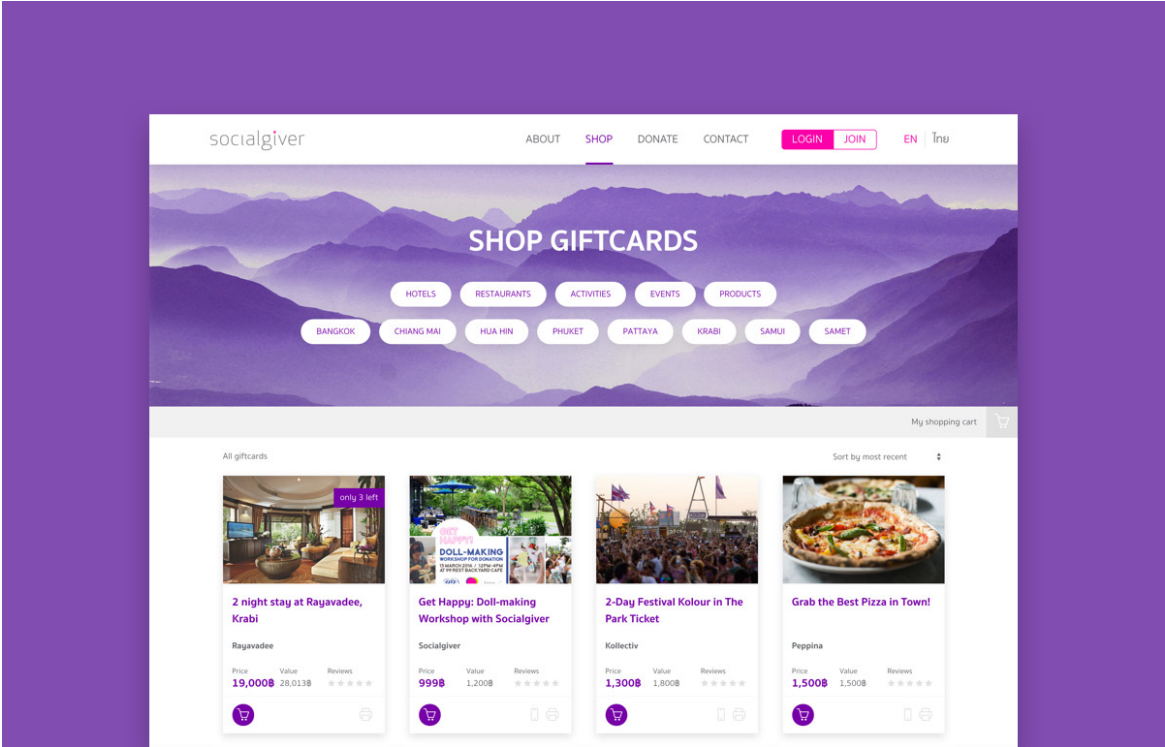
English, German, Thai

Project
Client
Agency
Role
Type

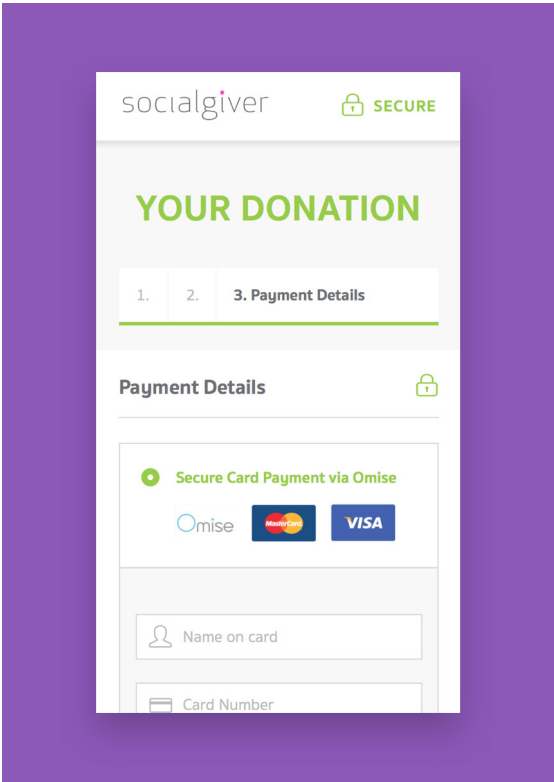
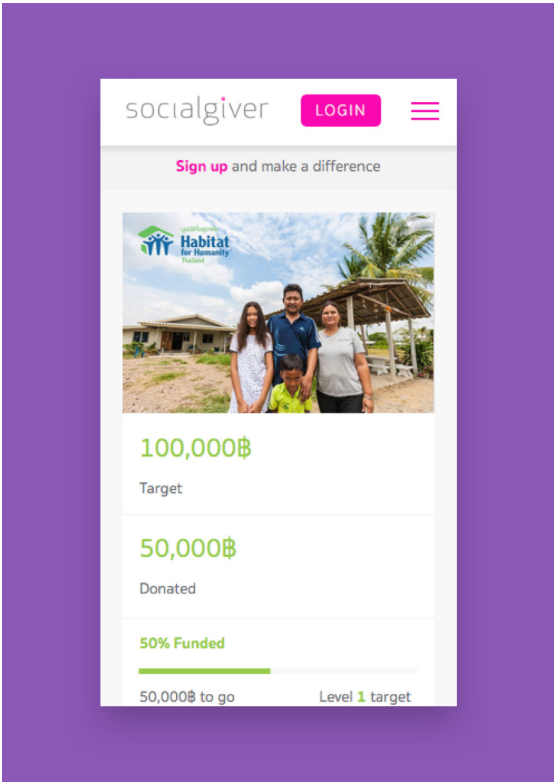
Socialgiver Website
Socialgiver
MAQE Bangkok
UI/UX Design
E-Commerce Site

Me and my colleague had been tasked to do a UX Review of socialgiver.com which led to the complete redesign and rebuild of the entire platform based on wordpress and woocommerce. My role was to lead the design for both UX and UI, whilst liaising directly with the client through meetings and workshops.

Main Shop
Page



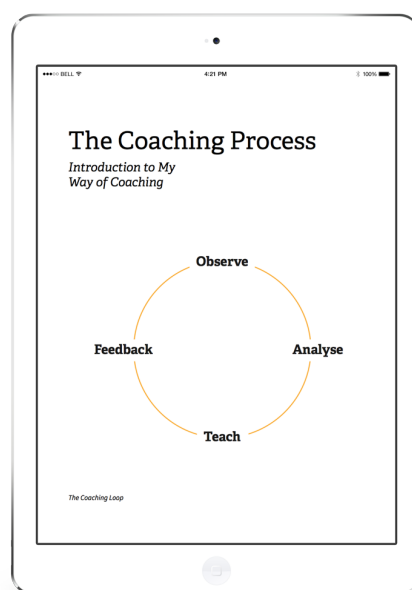
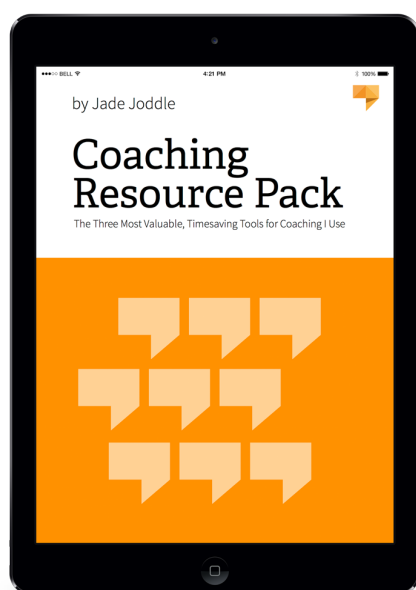
Donation and
Checkout Pages
(Mobile)



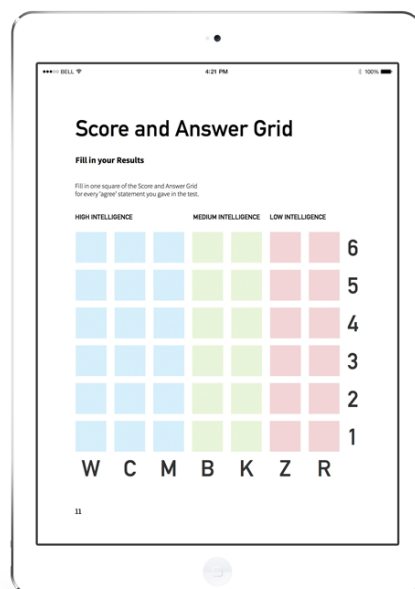
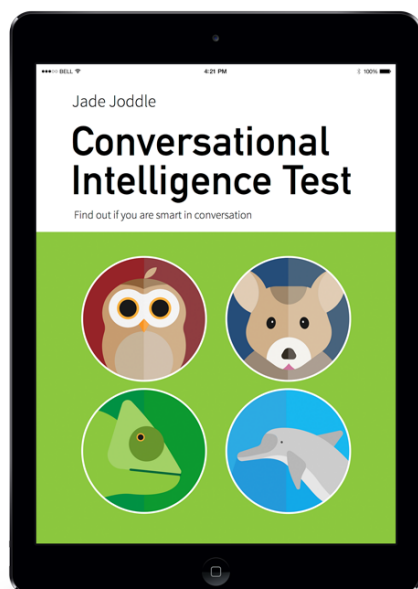
Project **Jade Joddle eBooks**
Client **Jade Mitchell**
Type **Freelance**
Role **Graphic Designer**
Kind **E-Book Graphics**

Jade Mitchell has been a long standing client and she asked me to design the cover and layout for a series of PDF eBooks for the iPad. We worked on the eBooks remotely with her providing me the content and general concept that I translated into the final visual designs

Coaching
Resource Pack
eBook



Conversational
Intelligence Test
eBook



Project
Type
Role
Status

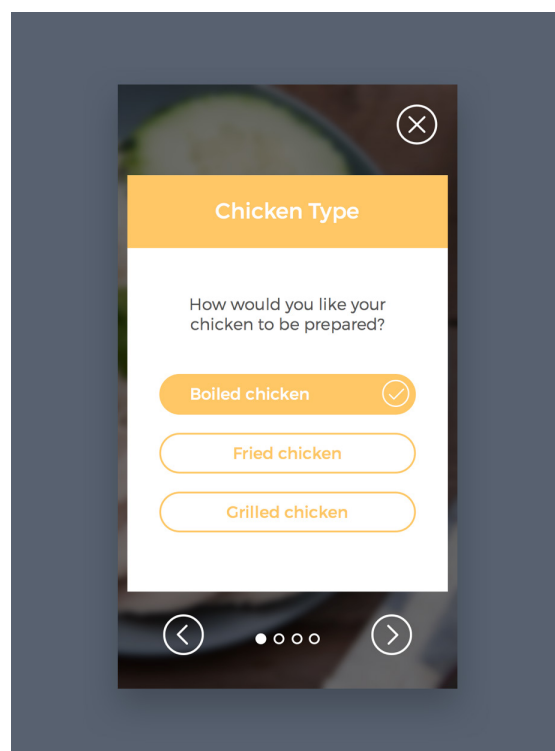
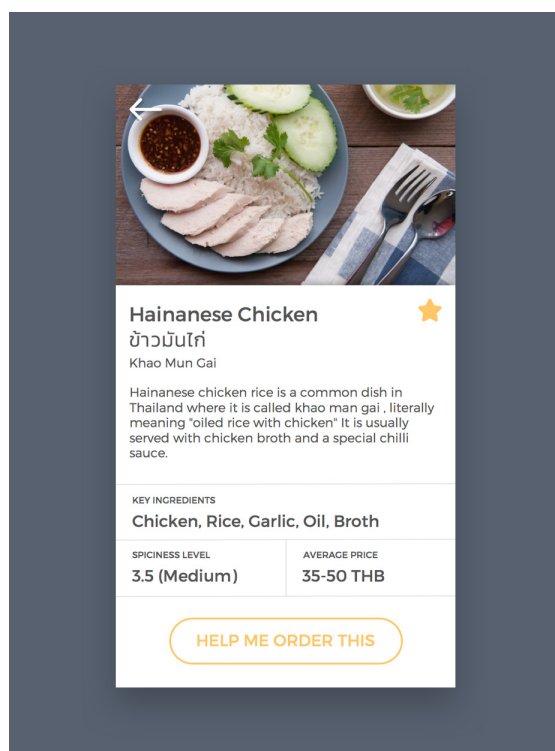
Street Foodie
Personal Project
UI/UX Design
Ongoing

Street Foodie is a digital picture book / translator for street and local foods, where travelers can choose from a variety of delicacies and order them without having to speak or read the local language. A side project that helped me practice the theory behind UI and UX design, it is still an ongoing but fun undertaking.

Street Foodie
Main Page
Wireframe and
Design



Street Foodie
Dish Detail and
Order Pages

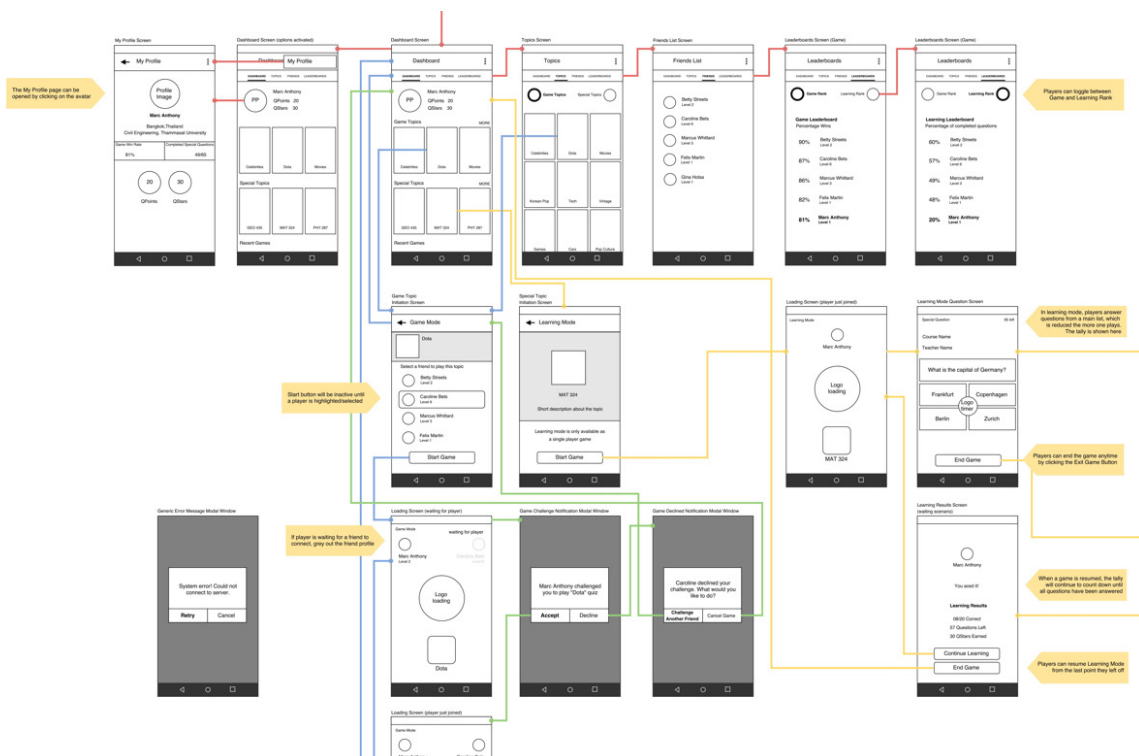


Project
Client
Agency
Role
Kind

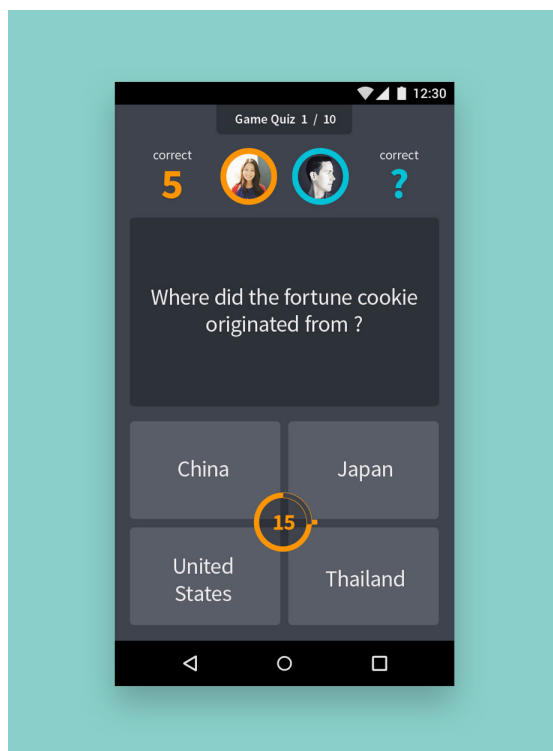
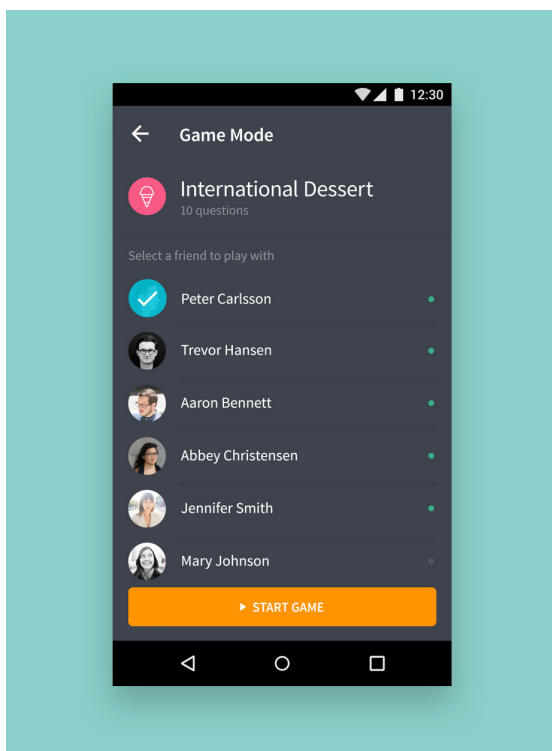
Quizzler
Quizz Bizz
MAQE Bangkok
UX Design
Android App

Quizzler is a learning platform that blends entertaining quiz games with educational content. My main role on this project was to work out the User Experience and closely collaborating with my colleague and visual designer Natcha Chaiwongrote. Quizzler was a challenging project, as it not only involved designing the app itself but also the backend to support it, all whilst figuring out features through workshops as part MAQE's Lean Discovery.

Mapping the Userflow



Invite Friends
and Quizz
Screens
(Visual Design
by Natcha
Chaiwongrote)



Project **Art Align**
Client **Dr Hanna Reinartz**
Type **Freelance**
Role **UI/UX Design**
Kind **Website and CI**
Status **Ongoing**

Art Align is a premiere orthodontic practice based in Marylebone, London. I was tasked with developing both the name and corporate identity as well as the website which is still under development.

The development site can be reached via: **dev.artalign.co.uk**

