



MUDMIE

CHATCHANOK CHUTHAMSATID

1B Honours Systems Design Engineering

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## WORK EXPERIENCE

### Front-end Web Developer | Roundabout Canada

Jan – Apr 2016 | Toronto, Canada

www.roundaboutcanada.com

- Completely redesigned and developed company website
- Improved average Google search result ranking from 19<sup>th</sup> to 8<sup>th</sup>, resulted in \$17,000 monthly revenue increase
- Ensured pleasant mobile experience by using Bootstrap framework
- Analyzed customer trends and acquisitions with Google Analytics
- Integrated with Bookeo to provide online customer reservations

### Research Analyst Intern | APCO Worldwide

July – Aug 2015 | Bangkok, Thailand

- Collected and analyzed competitive advantages of Uber service in Bangkok to derive a roadmap to influence governmental regulations on ridesharing services
- Conducted market research to observe trends of vegetable oil consumption and collaborated with team to produce digital market insights
- Summarized and presented result of studies to various stakeholders
- Coordinated with a team of 10 to brainstorm creative ideas and innovative solutions

## PROJECTS

### Jerry Can-Carry

*A device that helps people in developing countries to carry water from their water source back to their homes*

- Employed iterative design process including sketching the design, building prototypes, and performing user testing
- Evaluated QFD chart, user requirements, and product life cycle to optimize the product for user's needs

### EYES-ON-ME Pre-order

*E-Commerce, an Instagram-based small business for online sales*

- Self-initiated summer project since 2011
- Performed logistic optimization to efficiently deliver products to customers
- Gained \$650 in revenue over one-month period

### Calculator Chaos

*A web-based educational game for practicing arithmetic*

- Customized user experience using HTML, CSS, and Photoshop
- Used JavaScript to perform DOM manipulation

## SKILLS SUMMARY

### Web Development

- HTML 5, CSS 3, Bootstrap, User Experience Design

### Graphic Design

- Photoshop, Illustrator, SolidWorks

### Computer Programming

- JavaScript, C++, Git

### Marketing Tools

- MailChimp, Bookeo, Google Analytics

### Project Management

- Task prioritization, Work with minimal supervision

## EDUCATION

### Systems Design Engineering, Bachelor of Applied Science

University of Waterloo

2015 – 2020

### Relevant Courses

- Graphics Labs
- Introduction to Design
- Human Factors in Design
- Digital Computation
- Digital Systems
- Organizational Behavior