



Niwat Yahuadong

Product Design (UX/UI)

“ I am a team-lead product designer passionate about user experience (UX) with over 13 years of self-taught experience in both online and offline design. I am dedicated to contributing to the creation of user-friendly products and driving future business growth. ”

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Address
Bangkok, Thailand

Languages

Thai
Native

English
Fair

Certificates

Design Thinking
TDC

Agile Process
FutureSkill

User Experience Design
Skoodio

User Experience Design
FutureSkill

User Interface Design
FutureSkill

Digital Marketing
FutureSkill

Data Visualization
FutureSkill

HTML, CSS, JavaScript
FutureSkill

AWS Summit 2025
AWS

Education

 Bachelor of Communication Arts
Sukhothai Thammathirat Open University (STOU), Nonthaburi, Thailand
2011 – 2015

Experience



Sr. UX/UI Designer (Team Lead)

WiPay Co., Ltd

Nov 2024 – Present

- Developed an AI assistant to help team members enhance their work efficiency.
- Created code snippets and built a UI library for frontend projects using AI agents.
- Organized research and design tasks to meet deadlines.
- Gathered requirements from business and Product Owners.
- Participated in sprint ceremonies with dev and PO teams.
- Built product backlog with Scrum framework.
- Planned design solutions aligned with requirements.
- Created user journeys, flows, wireframes, prototypes, and ran user tests.
- Coached and shared knowledge with team.
- Built design systems and managed brand CI (tokens, typography, grids, etc.).
- Used AI-driven research to inform UX decisions.
- Compiled team-member statistics each sprint for retrospectives.
- Coordinated UAT reviews and QA testing.
- Presented features to business review team and collected feedback.



Sr. UX/UI Designer (Team Lead)

Bitkub Blockchain Technology Co., Ltd

Oct 2023 – Nov 2024

- Lead product-design team to implement UX processes in projects such as Crypto Wallet, NFT, Dapp, Web3.
- Coach and train junior designers.
- Advise Product team on UX best practices.
- Design products aligned with business goals.
- Create and manage Design Tokens across all products.
- Evaluate team performance and give feedback.
- Coordinate closely with Development team.
- Review and refine junior designers' work.
- Attend stakeholder meetings for feedback alignment.
- Establish and enforce design standards across products.



Sr. UX/UI Designer (Team Lead)

WiPay Co., Ltd

Jan 2022 – Oct 2023

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UX/UI Designer

Kiatnakin Phatra Securities

Apr 2021 – Jan 2022

- Lead UX team in design and presentations.
- Collected requirements from business and BA.
- Researched and analyzed users and business needs.
- Produced low- to high-fidelity mockups.
- Developed processes and logic for product solutions.



Art Director

IDC Premier

Jun 2018 – Dec 2020

- Aligned with marketing/CEO requirements.
- Planned and designed projects with team.
- Managed and mentored designers.
- Devised online-marketing strategies and campaigns.
- Coordinated with external suppliers.
- Provided creative direction across all design work.
- Designed social-media ads, company websites, and e-book-app UI.



Graphic Designer

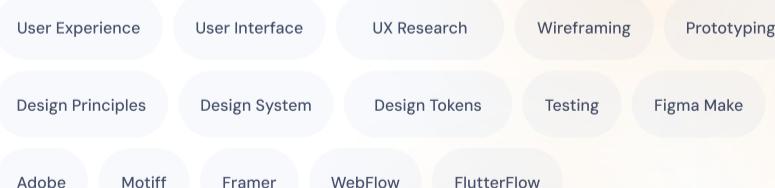
Book and Box & Aksorn +

May 2009 – May 2018

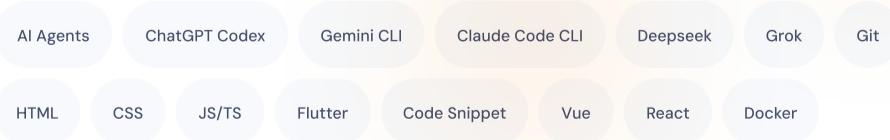
- Designed printed-media products for both online and offline formats.

Skills

Design



AI Development



Other

