**Sira Hanchana**

portfolio: <https://drive.google.com/open?id=0B0sssVJ8HntCTmZENDBMOXNtYjA>

**Profile Summary:**

A motivated professional with expertise in digital management, development, and designs, I am an experienced senior digital user experience manager seeking for a creative challenging opportunity includes digital marketing management, online information and strategy, and product management.

* Deep understanding technical covers visual design and development both offline and online best practice for user experience, interface experience designs, and application.
* Comprehensive knowledge of e-commerce trends, social media marketing, and SEO.
* Have worked with various Foreign and Thai corporates and startups such as Attendee, President Rice Products, Medicare Clinic, IKEA, Catalyst Alliance, United Home, True Corp, Wotif Groups, Expedia, Central, Prudential Life Insurance, SCB ATM, and DirectAsia.
* Believing in managing a team to find and solve the right issues of products or services will lead to produce a strong growth in profits and create value in brand.

**Professional Experiences:**

**Lead UX/UI Designer, Chubb Life Insurance, Nov 2019 - Apr 2020**

**Successful achievements:**

* Create a design system project for cross design interface for all IT applications at Chubb Life
* Manage the look and feel for all digital applications to align with CI and redesign experience of Chubb E-Smart projects and E-Application.
* Collaborate the customer journey and design thinking methodology in various projects.

**Sr. Manager, UX, Singha Estate, Mar 2019 - Nov 2019**

**Successful achievements:**

* Manage the user experience look and feel of S-Life and Crossroads mobile application aligning with corporate identity. Develop workflow and integrate digital solution to traditional method and system innovatively.
* Supervise vendors and agency to design and develop aligning with CI and UX of Singha Estate corporate. Chase the output by promised timeline and follow up the weekly sprint.
* Brainstorm and requirement gather with other business departments inside Singha Estate as well as Bunrawd’s IT team to build the application aligning with stakeholder’s requirements and customer’s perspective.

**Manager, UX, DirectAsia Insurance Thailand, March 2018 - May 2019**

**Successful achievements:**

* Responsible for the improvement of user experience since the beginning of the online funnels ( search, landing pages, portal journey) to the sales funnel in the call center room. Work closely with Customer Champion team, Product & Pricing under Marketing department. Communicate and commuted from Thailand and Singapore from time to time in order to setup projects and trained web development in CMS.
* Design tool that used in UX projects and tasks included InvisionApp, SessionCam, Optimizely. Brainstorming idea and create design loop feedback internal and launch A/B testing with real customers. Track customer behavior in Google Analytics and various tools.
* Manage/Work on timeline and grooming the requirements for machine projects.

**BUSINESS ANALYST, MANAGER, PRUDENTIAL THAILAND. JAN 2017 - Dec 2017**

**Successful achievements:**

* Responsible for requirement gathering, evaluating, and designing for the PRUPolicy project
* Research & develop prototype ideas to test.
* Handle user experiences and testing for various IT projects.
* Manage timeline and grooming the requirements for various IT projects.

**PRODUCT/PROJECT MANAGER, CENTRAL FOOD RETAIL., OCT 2015 - Dec 2016**

**Successful achievements:**

* Manage top main digital projects of Tops Online, FamilyMart, Segafredo.
* Create the project and business flow with customer experience cycle .
* Generate digital strategies and solutions for UX, UI, SEO, SEM and other digital and social media channels.
* Deal, manage, and overview the integration of multiple internal and external vendors including payment gateways (2C2P/Omise) for digital business solutions.
* Constantly look out for an improvement UX opportunity and maintain the objective of each project to over success the KPI and customer satisfaction.

**SENIOR UX / UI DESIGNER, EXPEDIA, THAILAND - HOTEL.COM & WOTIF MAY 2014 - AUGUST 2015**

**Successful achievements:**

* Web and Product design and development for portal sites integrated with hotels.com database and infrastructure. Front-End development and optimisations for portals.
* Evaluate sites experience and advertising • Improving integrated experience based on Magnolia CMS technology.
* Manage overall look and feel as well as improving user interface designs and user experiences of sites including Bangkok.com, Phuket.com, Latestays.com including site experiences.
* Increase and optimize the search engine for projects to increase the conversion rates of booking and articles read by 80% including mobile devices and desk- tops at the end of the year of 2014.
* Improving integrated experience based on Magnolia CMS technology.

**USER EXPERIENCE SPECIALIST, TRUEVISIONS & TRUE DIGITAL NOV 2011 - MAY 2014**

**Successful achievements:**

* Manage overview look and feel, optimisation user experience flow ofTrueVisions Anywhere and TrueVision Store products for web application and mobile application.
* Redesign TrueMovie experience on web platforms and mobile platforms, leverage content experiences from TrueVisionStore products.

**Successful achievements:**

* Satisfied users and their experience rated TrueMovie application a first-runner up entertainment application for 3 weeks in iOS App Store.
* TrueMovie.TV -- design User Interface and create exceptional experience on many mobile applications such iOS, Android, Windows Phone, Tablet, Smart Television.
* Design TrueLife web interface & Development widget and javascript
* Design & Develop Management media advertising campaign for marketing team.

**WEB DESIGNER & FRONT-END DEVELOPER, ATTENDEE AGENCY, APR 2011 - NOV 2011**

**Successful achievements:**

* Catalyst Alliance ( Direct development/marketing e-mail, interface, websites,SEO)
* United Home ( Direct development/marketing e-mail, interface, websites, SEO)
* IKEA ( flash banner, websites)
* Web Design and Front-End Development.
* Media Design for marketing campaign and clients.
* Database accounting system for and temporary maintain website
* Medicare Clinic (back-ends database development, websites)

**PRODUCT DESIGNER, PRESIDENT RICE PRODUCTS, JULY 2011 - SEP 2011**

**Successful achievements:**

* Graphic Design Freelancing from time to time. Offline and online media designs.
* President Rice Products ( interface, websites, PAPA packaging, Mama packaging)

**Education:**

* Birmingham Institute of Art and Design (BCU) - BA, Visual Communication, 2008 - 2011, 2nd Degree honor
* Silpakorn University ( International College) - BA, Multimedia Design, 2008 - 2011, 2nd-Degree Honor
* University of California, Riverside ( UCR ) - BS, Computer Science, (Transferred) 2006 – 2008

**Projects:**

Alternative Energy Thesis Projects www.endless-resouces.com. Encourage Thai teenagers and young adults to pay more attention to the alternative energy around them- selves.