

Ananya Vanitkedtarin

Product Designer

Portfolio : iceananya.github.io

(+66) 9 1875 1584

ananya.vnk@gmail.com

Bangkok, Thailand

SKILLS

Design

UX/UI Design
Design Systems
Visual Design
Responsive Design
Illustration Design
Interaction Design
Motion Design
3D Design
Prototyping
Presentation Design

Research

User Interviews
User Persona
Journey Mapping
User Flows
Usability testing
Competitor Analysis

Tools

Figma
FigJam
Adobe Creative Suite
Rive
Cinema 4D
Miro
Notion
Clickup

LANGUAGES

English Intermediate

Thai Native

WORK EXPERIENCE

○ Zentry — Product Designer

Apr 2024 - Present

- Led end-to-end product design for zTerminal and Nexus, owning core product experiences from discovery through delivery.
- Designed zTerminal, an AI-powered crypto analytics platform, covering UX, UI, design systems, interaction, and motion to simplify complex market data.
- Discovered product opportunities and shaped feature ideas through market and competitive research, collaborating with product managers on product strategy.
- Designed gamification experiences for Radiant and Nexus, working with POs, engineers, and game designers to translate complex mechanics into clear, intuitive user experiences.

○ SCB 10X — Product Designer

Apr 2023 - Apr 2024

- Led the design and development of AISEKAI, an AI character platform, from concept to global launch.
- Developed the design system and corporate identity for AISEKAI.
- Conducted product research and ideation with product owners and engineers.
- Collaborated cross-functionally across teams on product and development initiatives.

| ACHIEVEMENTS

- Achieved significant market penetration in over **174 countries**.
- Reached **1 Million users** and **240,000** registered users
- Achieved an impressive average engagement time of **49 minutes**.

○ Coindee — UX/UI Designer

Jan - Mar 2023

- Conducted research and UI design about financial transactions and investments by using the jobs to be done framework to find users' needs or pain points, user journey, and competitors.
- Created new ideas and developed the products in the Coindee application.
- Designed the Coindee report on the website by creating user flows, a wireframe, and a high-fidelity prototype and coindee report template to use on the website

EDUCATION & ACHIEVEMENT

○ Bachelor of Fine and Applied Arts in Communication Design

2018 - 2022 King Mongkut's Institute of Technology Ladkrabang

Senior Project: "Exhibition Design Project Reflecting the Photo Over-Sharing Behavior of Modern Parents" for the Last Long Exhibition

- Conducted quantitative and qualitative research.
- Designed graphic CI of the exhibition, motion, animation, 3D exhibition layout.

○ True Young Producer Award

2020 True Digital Group

Entered the semifinals of 20 teams of the 16th social advertisement film contest

- Created ideas and storyboards for an advertising film.