สวัสดีครับ ชื่อผมนะ ผมชอบการออกแบบ ผมชอบที่ได้ใช้ความคิดสร้างสรรค์ และชอบที่ผมได้ทำงานร่วมกับคนเก่งๆ ผมชื่อ ภูวิศ ชาติวิชาการ

Portfolio

ผมชื่อภูวิศ ชาติวิชาการ ผมชอบที่ได้ใช้ความคิดสร้างสรรค์ ผมชอบที่ได้ทำงานร่วมกับคนเก่งๆ ผมชื่อ ภูวิศ ชาติวิชาการ

Creative Technologist

2025 DERRO ZHONGJIN SHI

ภูวิศ ชาติวิชาการ ชื่อเล่น ไอซ์ ชื่อภาษาอังกฤษ ดีร์โร่ จงจิ้น ชี

I am a passionate problem-solver and I'm really good at it, my job
Typical 9 to 5 ain't for me, I'd rather work 24hr a day

Hi, I am a Designer, Creative, and Technologist.

Hello,

With a strong foundation in both design and development, I bring a unique perspective to creative problem-solving. My journey across various industries has taught me how to understand the full spectrum of digital product development from 0 to 1.

Based in Australia, I work with teams globally to create products that make a real difference in people's lives. My approach combines strategic thinking with hands-on execution, ensuring that what I build is both beautiful but also functional and scalable.

Education

Studying Nielsen Norman Group 2025 - Present
UX / UIDER UNDER

University of Melbourne 2019 - 2020
BACHELOR OF BUSINESS COMMUNICATION PROGRAM

University of Melbourne 2015 - 2018
BACHELOR OF CULTURE AND MEDIA

Tools

- Figma
- Lottie
- Vercel
- ฯลฯ

Clients

I work with a lot of people, from big corporate, small start ups, and small clients.

Projects

ผลงานที่ผ่านมา ที่โดดเด่นๆ ผมชอบ

BAMAI

MEDIAFLUX® POCKET

MEDIAFLUX®POINT IN TIME

I have two more projects I could share!

Explorer Tiles & Use Visuals for Melbourne

ผมชอบมาก ผมชอบที่ได้ทำงานร่วมกับทีมวิศวกรที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Product Manager ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Designer ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Client ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Stakeholder ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Product Owner ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Product Owner ที่เก่งๆ ผมชอบที่ได้ทำงานร่วมกับ Product Owner ที่เก่งๆ

BAMAI

HEALTH & FITNESS 2025 APP STORE & OPPO WATCH APP STORE

BAMAI is a revolutionary fitness ecosystem that transforms how people approach health and wellness through intelligent wearable technology and personalized coaching.

Problem Statement

Traditional fitness solutions are fragmented, offering either expensive personal training or generic app-based workouts. Users struggle with motivation, proper form, and consistent progress tracking. The market lacks an integrated solution that provides professional guidance at scale while maintaining accessibility.

Design Process & Methology

Following a Human-Centered Design (HCD) approach combined with Lean UX principles, the BAMAI project employed a comprehensive design thinking methodology:

- Stakeholder Mapping: Identified key stakeholders including fitness enthusiasts, personal trainers, and health-conscious individuals. Utilized ethnographic studies in gyms and home workout environments to understand pain points and behavioural patterns.
- Define & Synthesize: Applied Jobs-to-be-Done (JTBD) framework to identify core user needs. Created user journey maps and synthesized findings into actionable insights.
- Ideate & Co-create: Facilitated design sprints with cross-functional teams including fitness experts, data scientists, and behavioural psychologists. Employed "How Might We" questions to generate innovative solutions.
- Prototype & Test: Developed rapid prototypes using Figma and Principle, conducting weekly usability testing sessions. Implemented A/B testing for key interaction patterns and information architecture decisions.
- Iterate & Refine: Incorporated continuous feedback loops with beta users, utilizing analytics and user feedback to refine the experience. Applied atomic design principles for scalable component systems.

Solution

- Smart Wearables: Advanced sensors for real-time form correction and performance tracking
- AI-Powered Coaching: Personalised workout plans that adapt to user progress and preferences
- Community Integration: Social features that gamify fitness and build accountability
- Comprehensive Analytics: Detailed insights into progress, recovery, and optimal training zones

Design Philosophy

Bamai's design philosophy centers on "Effortless Excellence" - creating interfaces that feel intuitive while delivering sophisticated functionality. Every interaction should feel natural and powerful, enabling users to achieve their fitness goals without technical barriers.

Visuals

Lime & Plum

Cormorant Designed by Christian Thalmann. Whereas disregard and contempt for human rights have resulted

UX Strategy

The UX strategy focuses on creating seamless user journeys that reduce friction and maximize engagement through every touchpoint of the fitness experience.

Onboarding Journey

New users experience a progressive disclosure approach:

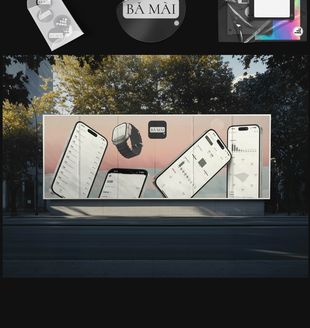
1. **Quick TCM information guidance to understand workflow and goals**
2. **Device pairing with guided setup and calibration**
3. **First analysis experience with comprehensive coaching**
4. **Community integration and goal setting**

Behavioural Design

The platform incorporates proven behavioural psychology principles:

- Variable Rewards: Unexpected achievements and milestone celebrations
- Social Proof: Community leaderboards and peer comparisons
- Loss Aversion: Streak tracking and gentle reminders about maintaining progress
- Commitment Devices: Public goal setting and accountability partnerships

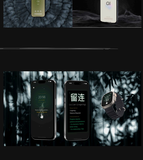
Marketing Collaterals



Recent Works

Tourmal M.Engine

Simply put, MediaFlux Pocket is the next level of data protection for our data management platform, MediaFlux. Powered by the Tourmal Authentication and Authorisation protection at multiple levels, MediaFlux Pocket bolsters defenses against unauthorised access and phishing attacks while ensuring data retention, compliance and significantly reducing the risk of data breaches. Data deserves top protection, MediaFlux Pocket delivers.



Gi's design philosophy centers on "Timeless Connections Through Color and Story", creating an interface that transcends mere expression while fostering genuine human connections through thoughtful aesthetics and meaningful objects.

Xiliaers design philosophy centers on "Timeless Wisdom in Modern Form", bridging the gap between ancient Chinese wisdom and contemporary digital design principles.

Ruce's design philosophy embraces "Harmonious Balance", drawing inspiration from traditional Chinese medicine principles while creating an intuitive interface that respects both Eastern wisdom and Western usability standards.