

# KITSUDAR SOMCHANA

## SENIOR UX/UI DESIGNER

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🌐 <https://kitsudar.github.io>

Alcohol Monitoring Systems,  
Littleton, CO  
2015 – Present

### SUMMARY

A designer with a strong blend of creativity, problem solving and UI development to create intuitive and beautiful digital experiences. A motivated self-starter who enjoys transforming ideas into delightful, captivating designs that deliver results in a fast-paced environment.

### SKILLS

Design Thinking Process, Qualitative/Quantitative Usability Studies, User Research, Accessibility Standards, HTML5, CSS3, jQuery/JavaScript, Bootstrap, Sketch, Adobe Xd, Photoshop CC, Illustrator CC, Indesign CC, After Effects CC, Wordpress, Git/Github, Logo/Branding/Styleguide

### EXPERIENCE

*Senior UX/UI Designer (2018 - Present)*

Responsible for the creation of engaging user experiences for the company's full suite of desktop and mobile applications.

- Successfully managed a feasibility study that validated a new business opportunity that will provide new sales revenue for the company.
- Facilitate UX workshops with cross-functional teams to build empathy and validate users' needs in order to use those insights to ideate on solutions.
- Provide guidance and feedback around UX best practices across the organization.
- Develop a branded component library that led to a complete Design System to provide consistency across the products.

*UX/UI Designer (2015 - 2018)*

- Worked closely with Product Managers to define the business requirements by understanding customers' needs, motivations and behaviors and translate those insights into viable solutions.
- Conducted qualitative usability testing with customers to validate and iterate on designs.
- Created design artifacts such as storyboard, UX mapping, wireframe, user flow diagram, low to hi fidelity prototypes as part of the Design Thinking Process.
- Participated in the daily Agile team stand-up to review development and test demos to provide UX feedback and design decisions as needed.
- Hand coded HTML, CSS and JQuery prototypes using Bootstrap framework to support sales demos and lead generation.
- Designed a hybrid mobile application using Ionic framework for users to able to manage their workload on-the-go.

RTD, Denver, CO  
2013 – 2015

*Graphic/Web Designer*

Responsible for the creative vision of the corporate brand and translate them into a best in-class customer experiences for RTD riders. Delivered award-winning creative campaigns and collaborated on extensive system map projects.

Hogan Lovells, Denver, CO  
2011 – 2012

*Contract designer*

Responsible for the complete design of collateral materials, custom proposals, ads, info sheets, custom invitations, signage, firm publications, and digital marketing campaigns.

MoneyGram, Lakewood, CO  
2009 – 2011

*Contract Designer*

Supported the marketing department designing direct mail, advertisements, brochures, presentations, signage, promotional materials and collaterals as needed. Acted as a liaison between the Denver and Dallas offices through a successful relocation project.

### EDUCATION/CERTIFICATION

#### UX Certification

Nielson Norman Group, February 2020

#### University of Denver

Graduate Certificate, Advanced Study in Web Design and Development, 2014 - 2015

#### California State University-Long Beach

Bachelor of Fine Arts (BFA), Graphic Design, 2000 - 2004

References available upon request.