




# nuttapong srikamdee

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## Personal summary

**Junior UX/UI Designer** with ample skills in **web development**. Completed internships from reputable company such as **LINE MAN Wongnai** and **Magnetolabs Agency**, designing **mobile apps** and **web pages** as well as building **design system**. Fresh graduate from **Communication Arts (International Program)**, **Chulalongkorn University**. Highly **adaptable** and **goal-oriented**. Seeking to create **user-friendly design solutions** that help users accomplish their tasks.

## Educational background

### Bachelor of Arts in Communication Management (International Program)

August 2018 - August 2022

Faculty of Communication Arts, Chulalongkorn University  
Cumulated GPA of 3.21

### Science-Maths Program, Saint Gabriel's College

May 2006 - March 2018

Cumulated GPA of 3.17

Awarded total of 6 academic excellences including **Computer & Technology and English**.

## Professional Experience

### User Experience / User Interface Designer (Internship)

June - July 2022 (2 mo.)

LINE MAN Wongnai

Thailand's **top end-to-end food ecosystem platform** with additional services such as Messenger and Taxi. Aims to connect local businesses, rider, and people together. Offers both mobile applications (**LINE MAN**, **LINE MAN Rider**, **Wongnai**, **Wongnai Merchant App**) and restaurant solutions, specifically **point-of-sales (POS) machines** as a product.

Key responsibilities:

- **Redesigned UI** of LINE MAN Messenger **service** user interfaces to be more modernised and consistent with other LINE MAN services.
- **Interviewed user** regarding features in LINE MAN app and overall experience.
- Came up with **solutions** that might help users **acquire** the delivery cost of Messenger service **faster**.
- **Designed** LINE MAN Messenger Leanplum **survey** for user segmentation purposes.

### User Experience / User Interface Designer (Internship)

June - July 2021 (2 mo.)

Magnetolabs

Bangkok-based **Website Design & Inbound Marketing Agency**. Trusted by numerous reputable companies including **Government Housing Bank (GHB)**, **PTT Public**, **Dusit Thani College**, and **Sansiri Public Company Limited**. Offers services related to marketing and website design as well as training, Customer Relationship Management (CRM), and Marketing Automation.

Key responsibilities:

- **Designed website templates** and **build UI elements for design systems** in Figma for more efficient workflow with considerations of aesthetic, usability, and technical development difficulties in mind.
- Provided **recommendations** to TAMCO **website** UI design project.
- Used **WordPress** to create personal website and data entry for the College of Music, Mahidol University's website project

## Languages

**English:** Great command and fluency in both written & spoken English  
**Thai:** Native

## Technical skills

UX/UI Design softwares: Experienced in **Figma** (adaptable to Sketch, Adobe XD and similar), **Adobe Illustrator**, **Adobe Photoshop**  
Web development: Intermediate knowledge in **HTML**, **Bootstrap** (aided by **Bootstrap Studio**), **CSS**, **JavaScript**  
Modelling software: Basic knowledge in **Blender**  
Video editing software: Fluent in **Adobe Premiere Pro**, **Adobe After Effects**, **Blackmagic Fusion**

## Personal skills

- Empathetic
- Fast learning
- Efficient
- Time management
- Communication
- Flexible & adaptable
- Goal-oriented
- Objectivity
- Team-working

## Achievements & awards

### Honorary Mentions on Shopee 9.9 Contest 2020: Shopee New Normal

Shopee - Campaign & Graphic Design

September 2020

### Honorary Mentions on ShopBack 11.11 Marketing Plan Contest

Shopback - Campaign & Graphic Design

October 2020

## Additional certifications

### Innovation Through Design: Think, Make, Break, Repeat

The University of Sydney (via Coursera)

February 15, 2021

### Visual Elements of UI Design

California Institute of the Arts (via Coursera)

February 21, 2021

### UX Audit & UI Redesign

Joe Natoli, 30-year UX + Design Veteran (via Udemy)

March 2, 2021

### Making an Effective Presentation

Chulalongkorn University (via Chula MOOC)

February 5, 2021

### Basics of Computational Science

Chulalongkorn University (via Chula MOOC)

February 28, 2021

## Personal projects

### Chulalongkorn University Registration Website (Reg Chula) Redesign

Unsolicited Redesign

**Redesigning UX & UI** of the outdated Chulalongkorn University course registration website with the objective of **ease of implementation**, **updated appearances**, and **improved usability** on frontends. Although being a personal project, this project was actually **pitched to Registrar of Chulalongkorn University** directly in 2021.

Key tasks:

- **Surveyed** 40+ people on their university's course registration via Google Forms.
- **Interviewed** Chulalongkorn students to **gain deeper insights** regarding university's course registration website.
- **Explored technical aspects** and **addressed key usability issues** of current Chulalongkorn University course registration website.
- **Redesigned** the Chulalongkorn University course registration website in **multiple iterations**.
- **Created interactive prototypes** of the redesigned service.
- **Tested** prototypes with current Chulalongkorn University students and **improved** upon suggestions.

### Personal Portfolio Website Design and Development

Website Design and Development

**Designed** my own portfolio website and **develop** using Bootstrap Studio. Preparing to update the website to **fully utilise UX & UI design knowledge** obtained from **internships** and **observed practices** with **more solid design objectives** and stylings.

Key tasks:

- Utilised basic **HTML and Bootstrap framework** knowledge to create the foundation of the website.
- **Self-learned** and **utilised CSS stylings** and **JavaScript** from multiple online sources such as *W3Schools* and *stackoverflow*.
- **Set up hosting and DNS** using Github Pages and Cloudflare DNS respectively.

## Extracurricular activities

### Faculty of Communication Arts Student Council (President - International)

2019 - 2020

- **Communicated necessary information** to second-year students of the faculty.
- **Gained insights** of faculty members towards the faculty itself.
- **Developed activities** faculty members could benefit, show off, and have fun.
- In charge of **different tasks** for **events** both inside and outside the faculty.

### Lakorn Nitade Chula - Head Assistant of Structural Design

2020

- **Designed a practical**, while **aesthetical** scene settings.
- **Assisted** in structural **construction** to ensure **integrity** of settings.