Nuttapong Srikamdee

UX/UI Designer

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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 UX and UI** of LINE MAN Messenger **service** 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 Limite**d. 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 (**TOEIC 980, CEFR C2** Equivalent)
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 September 2020
Shopee - Campaign & Graphic Design

Honorary Mentions on ShopBack 11.11 Marketing Plan Contest October 2020
Shopback - Campaign & Graphic Design

Additional certifications

Innovation Through Design: Think, Make, Break, Repeat February 15, 2021
The University of Sydney (via Coursera)

Visual Elements of UI Design February 21, 2021
California Institute of the Arts (via Coursera)

UX Audit & UI Redesign March 2, 2021
Joe Natoli, 30-year UX + Design Veteran (via Udemy)

Making an Effective Presentation February 5, 2021
Chulalongkorn University (via Chula MOOC)

Basics of Computational Science February 28, 2021
Chulalongkorn University (via Chula MOOC)

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.