



# Pat Sricome

## UI/UX Designer

Pat Sricome is a creative UI/UX Designer with experience in marketing and visual design across Singapore and Thailand. She combines product thinking and clean UI craft to build user-centered digital experiences. Calm under pressure, adaptable, and excited to collaborate on build-ready solutions and never stops learning.

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## Skills

### UI/UX Design

- User Research
- Wireframing
- Prototyping
- Usability Testing
- Interaction Design
- User Flows
- Information Architecture
- Design Systems

### Software

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Framer
- Wordpress
- After Effects
- Rhinoceros
- Autocad
- Sketchup
- Blender
- Terminal
- Visual Studio Code
- MS Offices
- Mailchimp

### Programming

- HTML5
- CSS3
- Javascript
- React
- NextJS
- Bootstrap
- Git/Github
- MySQL
- Wordpress

## Selected Projects

### UI/UX Designer & Scrum Master

- Got It, AI-Powered Study Tool (EdTech) Sep 2025 - Dec 2025
- Led agile team workflow as Scrum Master, supporting sprint planning, prioritization, and team alignment.
  - Identified workflow bottlenecks and simplified key user flows to reduce learning curve for neurodiverse learners and busy students.
  - Designed high-fidelity UI and structured study experiences focused on clarity, zero distraction, and easy content scanning.
  - Conducted usability testing and iterated UI based on findings to reduce confusion and improve task completion rates from 62% to 94% across 8 neurodiverse students.
  - Partnered with developers and supported implementation using React.js and CSS to deliver build-ready, accurate UI.

### UI/UX & Product Designer

- WhatSUP, Water Sports Rental & Booking Website Jan 2025 - May 2025
- Managed rebranding and conducted user research (surveys + insights analysis) to define a friendly, user-centric direction aligned with owner goals.
  - Redesigned the WordPress booking UX to reduce friction, improve transparency, and simplify the payment flow.
  - Sustained cohesive UI across the site with CSS refinements and created motion storytelling ads to support year-round engagement.

## Work Experience

### Regional Marketing Designer & UI/UX Designer

- Upbit APAC Pte., Ltd., Singapore Jan 2023 - Present
- Developed logos, typography, and brand guidelines to establish cohesive and impactful digital brand identities.
  - Produced digital marketing materials, social media graphics, and packaging while ensuring brand consistency.
  - Revamp and prototyped the sign-up flow to reduce user drop-off and friction points, improving sign-up conversion by 54% within 4 months.

### Graphic Designer & UI/UX Designer

- VerifyVASP, Singapore Jan 2023 - Present
- Restructured responsive website (v2.0) with improved information hierarchy and clearer navigation, collaborating with developers for implementation.
  - Oversaw the overall website and graphic direction, designed user flows for each product collaborated closely with developers to deliver build-ready UI.

## Skills (Cont.)

### Professional Skills

- Human Centered Design
- Project Management
- Servant Leadership
- Content Marketing
- SEO
- Web/App Design
- Technical Writing
- Professional Communication
- Agile project management
- CPR

### Languages

- English
- Thai

## Interests

- Specialty coffee
- Museum-hopping
- Design inspiration
- Tech gadgets  
(e-readers, retro handhelds, iPods)

## Work Experience (Cont.)

### Server

- Fat Mao Restaurant, Canada May 2025 - Present
- Provided high-quality customer service in a fast-paced, high-volume Southeast Asian restaurant.
  - Managed multiple tables efficiently while making quick, service-oriented decisions during peak hours. Communicated effectively with kitchen staff to accommodate dietary restrictions and special requests.
  - Upheld cleanliness, organization, and front-of-house flow in alignment with health and safety standards.

### Marketing Designer

- Upbit Exchange, Thailand Jan 2022 - Dec 2022
- Served as an art director, conceptualizing content and collaborating with media agencies to review and produce materials aimed at building brand awareness in Thailand.
  - Assisted the marketing team in launching a trading promotion, achieving a revenue increase of over 300% during the campaign period.

### Architectural Designer (Co-founder)

- PEPA Studio, Thailand Dec 2018 - Aug 2024
- Co-founded and managed an architectural practice studio, collaborating with a partner to design innovative and client-centered projects.
  - Oversaw end-to-end project operations, including client consultations, concept development and execution, ensuring timely delivery and adherence to budgets.
  - Developed a cohesive brand identity and market presence, fostering client trust and expanding the studio's portfolio through successful project outcomes.

## Education

### Digital Design and Development (Diploma)

British Columbia Institute of Technology (BCIT), Canada Sep 2024 - May 2026

### Architecture (Bachelor)

King Mongkut's University of Thonburi, Thailand Aug 2013 - May 2017

### Certificates

- Google UX/UI Foundation (2022)

## Awards

### Best Selected Thesis Award

King Mongkut's University of Thonburi, Thailand May 2018

### 2nd Place - International Competition "UrbanSOS 2017: hOUR CITY"

AECOM, United States of America Jan 2018

### Outstanding - Residential Condominium Design "Condominium for Aging Society"

Tararam Real Estate, Thailand Sep 2016