



Pat Sricome

UI/UX Designer

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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.

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
- Webflow
- Wordpress
- After Effects
- Rhinoceros
- Autocad
- Sketchup
- Blender
- Terminal
- Visual Studio Code
- MS Offices
- Mailchimp
- Google Analytics 4

Programming

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

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"

Tararom Real Estate, Thailand

Sep 2016