

# Patlapa Davivongsa

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**Portfolio** www.patlapa.com  
**Blog** medium.com/@patlapa

**Interview Series** www.weekdayfaces.com

## Experiences

### UX Designer

*Lazada (Alibaba Group); Singapore*

August 2017 – Present

- Lead the design for Search, Notification, Category, and Messaging for all platforms
- Collaborated frequently with the Alibaba team in person at the HQ in Hangzhou, China
- Conducted user research sessions in Thailand for seller facing products
- Managed project frameworks for designers, PMs, and business to be aligned across multiple touch points
- Participated in multiple stakeholder workshops as a designer representative
- Focus on iterative products with measurable results

### UX Designer/ UX Researcher

*Eko Communications; Bangkok; Thailand*

July 2016 – August 2017

- Initiated UX focused and data driven design process as the first UX hire
- Conducted usability testings and user research, internally and externally
- Introduced and implemented product analytics
- Coordinated a cross-functional team (business/designers/engineers)
- Gave product milestone presentations to stakeholders and client's executives

### UX/UI Designer Intern

*Bangkok App; Bangkok; Thailand*

June 2015- July 2015

- Worked on the initial wireframes of IOS tablet UX/UI design
- Studied Android and IOS design guides
- Participated in company's talk at events and universities

## Education

**MFA Digital Communication in Media/Multi-media, May 2016**

*Massachusetts College of Art and Design, Boston, MA*

**BSc Science Architectural Design, May 2014**

*Chulalongkorn University; Bangkok, Thailand*

### Architecture Awards

*Gurroo Competition, Honorable Mention, 2015*

*Next7 Competition, Honorable Mention, 2014*

## Specialties

Product Design (app/web)  
User Research  
Product Analytics  
Information Architecture  
Writing

## Technical Skills

Sketch

Invision

Mixpanel

Google Analytics

Illustrator

Photoshop

HTML/ CSS

3D modeling

Processing

## Languages

English (fluent)

Thai (native)