
WORK EXPERIENCE

Skyscanner

Dec 2016 - Present | London, UK | Senior Product Designer

As a Design Lead, I work closely with Project Manager and Engineering Lead to identify user problems to be solved, set goal, and create execution plan. My role encompasses everything from mapping out user journey, developing holistic design concept, to working with the team to bring product to the market. I've been involved in a few projects including improving explore experience, travel deals, user-generated content, constructed itinerary, and currently leading the effort to bring customer service to Skyscanner mobile app.

Skype

Sep 2013 - Nov 2016 | London, UK | Interaction Designer

Helped deliver three key products including a major overhaul of Skype for iOS, Skype for smart TV, as well as Skype Qik, a multi-platform video messaging mobile app. As an end-to-end product designer, I took the design from conception through to delivery - including research, conceptualising, UX/UI design, prototyping, user testing, and partner with engineers in implementation.

Localalike.com

Jul 2012 - Sep 2013 | Bangkok, Thailand | Co-founder & Designer

Wanting to help travellers to find alternative travel destinations, and small communities in Thailand to preserve their authentic local culture, I co-founded this social enterprise aiming to promote 'community-based tourism' and provide a marketplace for locals and travellers. I helped create initial business strategy and execution plan, as well as design end-to-end service to meet user, partner, and business needs.

The Sync

Feb 2012 - Jun 2013 | Bangkok, Thailand | Co-founder & Designer

Bringing my Master's thesis to life, I founded my first entrepreneurial dream, The Sync, a social enterprise aims to build a community that foster social innovation in Thailand. My responsibility involves everything from business strategy, financial projection, community building, designing and facilitating workshop, to business development and fund raising. The business failed, but I learned a lot!

IDEO

Feb 2011 - Aug 2011 | San Francisco, CA | Design Intern

Contributed in gathering research data and translate it into powerful, concise design solutions. Work with the team in generating ideas, producing prototypes, and delivering the final design concepts.

Iconmobile

Sep 2010 - Jan 2011 | Berlin, Germany | Design Intern

Helped the team to develop a concept for Audi car dashboard, a mobile app for Autostadt car museum, and a future vision of digital banking for Lloyd.

Nokia

Jun 2010 - Sep 2010 | Espoo, Finland | Design Intern

Joined Nokia N-Series product design team and help them envisioning the user experience and UI concept for Nokia N9.

Sony

Jun 2005 - Jan 2007 | Bangkok, Thailand | Production Engineer

Delivered engineering solutions response to development, hardware, manufacturing, and operational needs. Planning, determining, coordinating, and controlling the processes concerning to production

EDUCATION

M.A. Interaction Design

2009 - 2012 | Umeå Institute of Design, Sweden

Industrial Design Intensive

2008 - 2009 | Umeå Institute of Design, Sweden

B.Eng. Mechatronics

2001 - 2005 | Kasetsart University, Thailand

SKILLS

Problem Solving
Storytelling
Experience Prototyping
Physical Computing
User-Centered Design

TOOLS

Design: Sketch, Adobe CC
Prototype: Framer, Principle, Invision, HTML, CSS, Javascript, etc
IA & Mapping: Realtimeboard, OmniGraffle
Physical Computing: Arduino, Raspberry Pi