Sthira Sivaphon
UX/UI, Branding, Visual Design

sthira.svp@gmail.com
+6685 678 3700
Bangkok, Thailand

Quick summary

✓ Designer who can code
✓ Design system fanatics
✓ Experience in startups and agencies
✓ Seasoned in branding & visual design
✓ Advocate for accessibility

Education

Bachelor of Industrial Design (B.I.D.)
Chulalongkorn University 2009 - 2014

Skills

UX/UI Design

User-centered design	Design thinking
User journey & User flow	Wireframing
Prototyping	Design system

Development

HTML/CSS/JS	Processing/p5.js

Visual Design

Brand identity	Motion design
Brand guideline	Graphic&Illustration

3D design

Modeling & rendering	Product design
Animation	

Typography

Typeface design	Variable font dev

Activities & Workshops

**Volunteer UX/UI Designer,
BKK Bus Stop Project**
MadDay, Bangkok, TH 2018

Data-driven design, Inclusive Design

AngelHack 2017
Bangkok, TH 2017

Designed branding, UX/UI, and Developed prototype (front-end) in 48 hours.

Startup Apprentice Program
Software Park, NSTDA, TH 2017

Design thinking, service design, and agile development workshop.

Awards

Silver Medal, Olympiad in Informatics
POSN, Thailand 2009

**First Prize (Princess's cup),
Thailand Steel House Design Contest**
Iron and Steel Institute of Thailand 2012

Tools

Experience

Indipendent Designer
Self-employed 2014 - 2022

· Offered design services, including UX/UI, branding, and visual design.
· Worked with agencies, startups, production companies, and clients in a wide range of domains.

UX/UI

Freelance UX/UI Designer
Digital Groove 2018 - 2019

· Collaborated with cross-functional teams to transform clients' businesses from offline to online platforms, responsible for user experience/interface design.
· Gathered and evaluated business requirements, project briefs, and project estimations.
· Focused on user-centered principles to design UX/UI using user flow diagrams and wireframes.
· Provided front-end coding and animated graphics to support design implementation for devs
· Conducted design presentations and meetings with clients and stakeholders to collect feedback and create iterative improvements.
· Designed a web & mobile online platform for a car dealer group, featuring car sales, service booking, insurance brokering, and job listing.
· Worked on rebrandings of clients' businesses, designing new modernized identity systems to support business transformation.

Project co-founder, UX/UI Designer
Freshdesk 2017 - 2018

· Worked on a startup project, developing a workspace on-demand platform from the discovery to validation stage, responsible for brand design, product design, and prototyping.
· Led the team in service/product design to create new user value, following the design thinking approach.
· Conducted user research through targeted interviews and observations to identify user problems.
· Designed web and mobile UX/UI from low to high fidelity, iterating based on feedback.
· Created prototypes with HTML, CSS, JavaScript, and PHP for user testing and proof of concept.

Freelance UX/UI Designer
SpaceTH 2016 - 2017

· Researched and ideated product requirements and specifications for a multi-category space rental platform.
· Designed UX/UI and provided front-end coding for MVP, focusing on listing creation and discovery flow.
· Conducted interviews with users and design reviews with developers to collect feedback and improve the design.

Freelance UX/UI Designer
23 Perspective 2015

· Worked with the product team to create visual designs and design guidelines for a mobile CRM app.
· Designed responsive business websites in collaboration with other designers, following directions from the marketing team.

Branding & Visual Design

Freelance Brand Designer, Visual Designer, and Motion Designer
Y&R, Choojai, Glow, Infinite Vision, TAT, etc. 2015 - 2022

· Worked on 40+ projects with a wide variety of clients including agencies, production companies, and brands in various industries.
· Collaborated with clients/brands on research and discovery to develop design directions.
· Designed brand identities, brand assets, brand books, and application guidelines.
· Collaborated with AE and creative team to clarify campaign/project goals, strategies, and requirements.
· Provided creative directions from idea to execution, including storytelling and art direction.
· Created graphic designs and digital designs for campaigns, events, etc.
· Created motion graphics, developed scripts and storyboards, and provided voice-overs.
· Managed design processes and productions, delegating design tasks and providing design briefs, guidelines, and assets to collaborators.
· Conducted design presentations, gathered feedback, and iterated the designs.

Freelance Designer
Bangkok Art & Culture Centre (BACC) 2014 - 2015

· Worked with the head of the exhibition department and artists to develop art directions and communication strategies for two main BACC exhibitions.
· Designed visual identity, publications, and environmental visuals for the exhibitions, aiming to create effective communication across all channels and enhance the in-exhibition experience.
· Coordinated with vendors to produce the materials, including prints, videos, and signages.
· Worked on the launching of the BACC experimental project, responsible for visual design.