

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

User journey & User flow

Prototyping

Design thinking

Wireframing

Design system

Development

HTML/CSS/JS

Processing/p5.js

Visual Design

Brand identity

Brand guideline

Motion design

Graphic&Illustration

3D design

Modeling & rendering

Animation

Product design

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 2018

Bangkok, TH 2018

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

Independent 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.

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.

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.