



Accomplished Engineering graduate with a solid foundation in product and advertisement design, known for driving digital transformation. Leveraging a Business and Management degree, I apply data-driven strategies to product development, leading to substantial growth. With expertise in front-end development, UX design, and marketing strategies, I've constructed main revenue projects, collaborated with teams of 10+ professionals, and boosted user experience by 30%.

Experience

- **Product Designer** [HDmall - Health didi], Bangkok 2021-2023
 - Conducted extensive market research and competitive analysis to identify key trends and opportunities
 - Led the design and development of new features to increase daily active customers
 - Conducted user research and analyzed data to improve product design and user experience continuously
 - Worked closely with sales and marketing teams to develop go-to-market strategies and launch successful products features and deals
- **Senior Visual Designer** [HDmall - Health didi], Bangkok 2019-2021
 - Led product design efforts for a healthcare e-commerce company, responsible for designing landing pages, mobile app interfaces, and other digital products
 - Developed and maintained the design system and style guide to ensure consistency across the platform
 - Collaborated with cross-functional teams to ensure designs met technical requirements and business needs
 - Conducted user research and testing to validate design decisions and improve user experience
 - Created and presented design concepts to stakeholders, incorporating feedback to refine designs
- **Visual and commercial Designer** [Between - VCNC], Korea 2017-2019
 - Handle all SEA and USA Advertisements from creative, design, and performance evaluation.
 - Conceptualized and created in-app promotional designs to push premium subscription and sticker sale models, the main revenue source which doubled in the last 6 months.
 - Developed visual identities and branding guidelines for clients, resulting in a 40% increase in brand awareness.
 - Designed and edited promotional videos and motion graphics, resulting in a 25% increase in customer engagement.
 - Video animation skills to allow VCNC to create animated designs for in-app and digital marketing campaigns.
 - Created social media content and achieved over 4 million viral video views for content that communicated Between's value to target users.
- **Freelance Designer** 2013-Present

In parallel with my full-time roles, I have successfully executed over 500 projects as a freelance designer over the last 10 years and provided diverse design services, including logo design, artwork creation, advertising materials, web design, and packaging design, catering to various industries and clients.

 - **Branding & Artwork:** Developed unique logos, visual identities, and original artwork for numerous clients, enhancing their brand presence and recognition.
 - **Print & Digital Media Design:** Created compelling advertisements, banners, brochures, and print ads tailored to the unique requirements of each project.
 - **Web & Packaging Design:** Designed intuitive and attractive websites and product packaging to boost client sales and online presence.

- **Video Editing & Motion Graphic Design:** Leveraged my editing and animation skills to create engaging video content and motion graphics for marketing campaigns.
 - **Mock-ups & Prototypes:** Produced detailed mock-ups and prototypes to present design concepts and facilitate decision-making.
 - **Client Satisfaction & Relationship Management:** Built strong client relationships through consistently delivering high-quality work, leading to numerous repeat engagements and a sustained freelance career.
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Skills

- **Strategic Thinking & Project Management**

Proficient in Agile methodologies, excelling in developing and implementing project plans, and adept at risk and change management.

- **User Research & Analysis**

Skilled in employing UX research methodologies and tools to gather user insights, conduct usability testing, and drive iterative design improvements.

- **Cross-functional Collaboration**

Proven ability to work collaboratively with diverse teams, including design, engineering, marketing, and executive leadership, to achieve product goals.

- **Technical Proficiency**

Advanced knowledge of HTML, CSS, and JavaScript. Proficient in UX/UI design tools like Sketch and Figma and experience with front-end frameworks.

- **Data Analysis**

Proficient in utilizing data analysis tools and statistical tools to inform product decisions, track performance metrics, and identify opportunities for improvement.

- **Product Design & Development**

Expertise in end-to-end product development, from conceptualization to launch, focusing on delivering products that meet user needs and business goals.

Languages: Fluent in Thai and English, with basic proficiency in Chinese

Education:

- Master of Global Management, [Tongji University], Shanghai, China, 2021 - 2023
- Bachelor of Mining and Petroleum Engineering, [Chulalongkorn University], Thailand, 2014 - 2017