ARAYA WONGWAN

INTERACTION & VISUAL DESIGNER

Designer applying coding, psychology, and research background to bring new visions to the digital realm. Constantly challenging myself to break boundaries and question the status quo to make positive impacts. Based in Madrid, Spain.

01 FULL-TIME ROLE

ROLE	RESPONSIBILITIES	YEAR
Lead Visual & Product Designer, *Ape Unit*	• Led end-to-end product design, from wireframe to prototyping for an on-chain carbon credit project. • Audited & streamlined design system as well as restructured several learning flows & features to optimize the user journey for a blockchain learning platform for +22,000 registered users. • Taught 10 junior developers motion and visual design to bridge the knowledge gap and improve workflow.	2022-4
Lead Visual & Brand Designer, *Centrifuge*	• Outlined & oversaw various brands and visual assets across multiple platforms. • Co-created the design system published with almost 1k downloads. • Designed mobile and web UI for three core products including Decentralised finance app, Airdrop, and an NFT marketplace.	2021-2

02 SELECTED FREELANCE WORK

ROLE	RESPONSIBILITIES	YEAR
Art director & Product Designer, *Dymension*	• Art directed and oversaw the second largest genesis Airdrop of 2024 • Lead the design and worked closely with developer and motion designer to deliver effective user journey with impactful visuals that aligns with the brand. • Successfully served over 0.5 million users and distributed over $390 million in DYM tokens to users of Solana, Ethereum, and other chains.	2023
Visual & Brand Designer, *Random Walk Network*	• Designed a financial podcast branding that bridges the crypto knowledge gap for institutional players. • Designed website and promotional visuals (inc. twitter, linkedin).	2023
Co-Founder & Creative Director, *PUBLIC –*	• Concepted a creative platform that produces apparel as tools to raise awareness about public infrastructures and services. • Led creative & art direction for a global team of ten. • Led branding & compiled the brand book for easy submissions.	2020
Web designer & developer, *Purin Pictures*	• Designed & developed a film conference website for over 5,000 international attendees in 3 days.	2019
Interaction designer & developer, *HERMA*	• Designed & developed an interactive website exploring gender fluidity as a part of a larger immersive multisensory installation at the London College of Communications' end of year show.	2019

03 UNIVERSITY

UNIVERSITY	DEGREE	YEAR
Harbour.Space	MA Interaction Design	2021
University College London	MSc Public Policy	2018
Wesleyan University	BA Psychology / BA Social, Cultural, Critical Theory	2017

04 SKILLS

ART DIRECTION, UI/UX, PROTOTYPING, FRONT-END DEVELOPMENT, CREATIVE CODING, HTML/CSS/JS, QUALITATIVE/QUANTITATIVE RESEARCH, WRITING

05 RECOGNITION

IT'S NICE THAT (2021), SUPERHI (2020)

06 TOOLS

JAVASCRIPT, PROCESSING, FIGMA, ADOBE CC (INC. AFTER EFFECTS), SPARK AR, REACT