ARAYA WONGWAN

SENIOR PRODUCT DESIGNER

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01 PROFESSIONAL EXPERIENCE

	RESPONSIBILITIES	YEAR
Lead Product Designer, *Ape Unit (Creative Tech Studio)*	*Wavv* (Social coordination app)	2022-now

Wavv (Social coordination app)
- Owned the full product lifecycle from early concept to live features, balancing UX, strategy, research, copy, and roadmap in a small cross-functional team.
- Collaborated closely with frontend and backend teams to ensure clean implementation
- Shipped features that led to a measurable increase in retention (based on user interviews and testing)

Dacade (Blockchain learning platform)
- Audited and redesigned flows for 22,000+ users across multiple journeys
- Rebuilt the design system for consistency, long-term usability, and modularity across the platform.
- Mentored 10+ junior developers across design–engineering handoff, helping bridge visual/motion skill gaps

Atem (Carbon credit platform)
- Designed end-to-end UI/UX, from design system, dashboard to animated prototype
- Defined design specs for development team and shaped early product identity

Lead Brand & Visual Designer, *Centrifuge* — 2021-2
- Led the design team and collaborated closely with marketing to align brand, visual assets, and product across multiple platforms
- Supported marketing efforts through landing pages, campaigns, and branded content for 80,000+ community members
- Built and launched a design system, improving handoff and visual consistency with over 1.5k Figma downloads
- Designed responsive UI for three products: a DeFi app, token airdrop, and NFT marketplace

02 SELECTED INDEPENDENT PROJECTS

	RESPONSIBILITIES	YEAR
Visual & Brand Designer, *Women in Web3 Privacy*	Designing the new website and visual identity for a decentralized privacy collective, working closely with members to translate shared values into a clear, inclusive, and trustworthy online presence	2025
Art Director & Product Designer, *Dymension*	• Art directed and designed a multi-chain airdrop that enabled 500,000+ users to claim $390M in DYM tokens through a seamless, interactive experience. • Led cross-functional collaboration to deliver a visually impactful, brand-aligned user journey.	2023
Web Designer & Developer, *Purin Pictures*	• Designed & developed a film conference website for 5,000+ international attendees in 3 days	2019

03 UNIVERSITY

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

04 SKILLS

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

05 TOOLS

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

06 RECOGNITION

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