Posawee Sookchum

UX/UI Designer / Instructor and Researcher / Consultant

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Professional Summary

UX/UI Designer with expertise in human-computer interaction (HCI), usability testing, and data-driven design. With 3 years of experience in UX/UI design and research, along with 2 years in web development, I specialize in conducting in-depth user research, developing evidence-based design solutions, and implementing data analysis to improve user experience. My work integrates quantitative and qualitative research methodologies, ensuring that designs are not only aesthetically pleasing but also scientifically validated for usability and efficiency. I am passionate about applying research-driven insights to innovative digital solutions that enhance healthcare technology and data systems.

Education

1. **HARBOUR.SPACE**
   MBA Interaction Design
   2025 - Present
2. **King Mongkut's University of Technology Thonburi**
   M.Sc.Information Technology
   2021 - 2024
3. **King Mongkut's University of Technology Thonburi**
   B.Tech. Medical and Science Media
   2017 - 2021

Professional Skills

- **UX/UI Design:**
  Strong expertise in designing user-friendly and visually appealing digital interfaces. Skilled in wireframing, prototyping, and interaction design using tools like Figma and Adobe XD. Able to translate user requirements into effective and intuitive design solutions.
- **User Research & Usability Testing:**
  Proficient in conducting user research, including interviews and usability tests, to gather insights and inform design decisions. Focused on improving usability and ensuring designs meet user needs.
- **Agile Methodologies:**
  Solid understanding of Agile principles. Experienced in working within Agile teams to develop, test, and refine designs iteratively while collaborating closely with developers and stakeholders.
- **Front-end Development:**
  Knowledgeable in HTML, CSS, and JavaScript, allowing for effective communication with development teams and ensuring smooth integration between design and implementation.
- **Cloud Technologies:**
  Experience working with cloud platforms such as Google Cloud and AWS to design scalable and secure solutions while optimizing performance.

Work Experience

Special Instructor | **Sripatum University (Contract)** - June 2024 - Dec 2024

Subjects Taught:

- **CIS208 – User Experience and User Interface Design**
  - Taught principles and processes of UX/UI design
  - Guided students in using design tools like Figma to create prototypes
  - Instructed on usability testing and wireframe design
  - Provided mentorship and assessed student projects

Senior UX Designer | **Internet Thailand Public Company Limited** - Jan 2023 - Jun 2023

Details and Responsibilities

- User Research: Conduct user research to understand the needs, behaviors, and motivations of users. This can involve surveys, interviews, and usability testing.
- Information Architecture: Organize and structure information to create intuitive navigation and efficient user flows within a digital product.
- Wireframing and Prototyping: Create wireframes and prototypes to visualize design concepts and interactions. Prototypes can be interactive and help in user testing.
- Documentation: Document design decisions, guidelines, and patterns for the team's reference and maintain a design system if applicable.
- Team Management: Oversee project control and work planning within the team, including providing training to team members in the UX domain

UX Designer DM | **B2S CO.LTD** - Sep 2022 - Dec 2022

Details and Responsibilities

- Studying User Behavior: Analyzed the behavior of users who visited the website to understand their patterns, such as purchasing behavior and reasons for not making a purchase.
- Wireframing and Prototyping: Created wireframes and prototypes to visualize design concepts and interactions. Prototypes were interactive and aided in user testing.
- Manage the Website: Controlled promotional codes and planned campaigns related to the customer experience.
- Problem Solving: Addressed and resolved user issues by identifying problems in the user interface and implementing effective solutions to enhance usability.

UX/UI Designer | **AI and Robotics Ventures** - Apr 2022 - July 2022

Details and Responsibilities

- User Research: Conduct user research to understand the needs, behaviors, and motivations of users. This can involve surveys, interviews, and usability testing.
- Wireframing and Prototyping: Created wireframes and prototypes to visualize design concepts and interactions. Prototypes were interactive and aided in user testing.
- Problem Solving: Addressed and resolved user issues by identifying problems in the user interface and implementing effective solutions to enhance usability.

Software Designer | **Brainergy Digital** - Ang 2021 - Jan 2022

Details and Responsibilities

- Wireframing and Prototyping: Create wireframes and prototypes to visualize design concepts and interactions. Prototypes can be interactive and help in user testing.
- User Research: Conduct user research to understand the needs, behaviors, and motivations of users. This can involve surveys, interviews, and usability testing.

Web developer | **Freelance** Ang 2015 - June 2017

Details and Responsibilities

- Created wireframes and interactive prototypes to visualize design concepts and test user interactions.
- Conducted user research through surveys, interviews, and usability testing to gather insights.
- Developed responsive websites using HTML, CSS, and JavaScript, ensuring compatibility across devices.
- Collaborated with clients to understand requirements and deliver functional, user-friendly websites.
- Provided ongoing maintenance, updates, and troubleshooting post-launch.

- **Project & Time Management:**
  Strong organizational skills, capable of managing multiple projects simultaneously and meeting deadlines. Skilled in planning, prioritizing tasks, and coordinating with teams to ensure timely delivery.

Tool Skills

1.) UX/UI Design & Research Tools

- **Figma** – Wireframing, Prototyping, UI Design
- **Adobe XD** – UI/UX Design & Prototyping
- **Usability Testing Tools** – Used for analyzing user experience
- **A/B Testing Tools** – For comparative UX testing
- **Eye-Tracking Analysis** – For researching user behavior

2.) Data Visualization & Research Analytics

- **Google Looker Studio** – Creating adshboards and analyzing data
- **Tableau**/**Hotjar**– Analyzing UX/UI data and user behavior
- **SQL** – For data extraction and analysis

3.) Development & Cloud-Based Systems

- **Google Cloud Platform (GCP)** – Designing QR Code systems and data management
- **AWS** – Experience with cloud technologies
- **phpqrcode** – For creating and managing QR Codes

4.) Agile & Project Management

- **Agile Methodologies** – Used in UX research and design processes
- **Usability Testing & Heuristic Evaluation** – Analyzing UX using research principles

Certifications

- **Database Foundations** - Oracle, October 2023
- **Intro to User Experience Design (UX),** Skooldio, January 2023
- **UI Fundamentals**, Skooldio, January 2023
- **UI Design with Figma**, Skooldio, March 2023
- **Increase Work Efficiency with Agile Processes**, Futureskill, June 2023
- **Introduction to Product Management Foundation,** Futureskill, June 2023
- **BioMed-Social Sci for Bachelor and Master Students (HSR)** , CITI Program
- **Master's Students (RCR)**, CITI Program

Languages

- Thai : Native Speaker
- English : Intermediate
- Japanese : Basic

Employment Contract & Part Time & Project

●	**UX/UI Designer**	Eibiz Co., Ltd	02/25-03/25
●	**UX/UI Designer**	MadebyAI	10/24 - 11/24
●	**UX/UI Designer**	RV Connex (Cynclair)	08/24 - 09/24
●	**UX UI Designer**	Bright Integration Technology	04/24 - 05/24
●	**Product Designer**	Philliplife	03/24 - 04/24
●	**UX/UI Developer**	BASE Playhouse	11/23 - 01/24
●	**UX/UI Designer**	Tech Combine	10/23 - 11/23
●	**UX/UI Designer**	Weaverbase	08/23 - 09/23
●	**UX/UI Designer**	Tech Master	07/23 - 08/23

Research Project

Development of QR Code System for Recording Medical Equipment Usage Data on Cloud | **King Mongkut's University of Technology Thonburi (Short paper)**

Jan 2024 - Jun 2024

- Designed and developed a **QR code-based tracking system** for medical equipment usage data on **Google Cloud Platform (GCP)**, replacing Microsoft Excel to enhance data management, security, and real-time analytics. The system integrates **phpqrcode** for **automated QR code generation**, allowing efficient equipment tracking via cloud storage. Additionally, it connects with **Looker Studio** to provide **real-time dashboards** for advanced data visualization and analysis. This research highlights the impact of **digital transformation in hospital operations** through **cloud-based data tracking**.

The Education of the Healthcare Service System to Design the Taking Care and Conducting Instruction of the Patient for the Department of the In-Patient (Case Study: Warin Chamrap Hospital) | **King Mongkut's University of Technology Thonburi (Thesis)**

Jan 2020 - Jun 2021

- Conducted research on **healthcare education systems** for inpatient care at **Warin Chamrap Hospital**, focusing on the **design and implementation of an instructional application** for patient care. The system assists **patients and hospital staff** by providing structured educational content on **treatment procedures, post-care guidelines, and patient monitoring**. The study emphasizes the **integration of UX design principles into healthcare applications** to improve medical service efficiency and patient experience.