

Professional Summary

UX/UI Designer with a strong foundation in human-computer interaction (HCI), usability testing, and data-driven design. With three years of experience in UX/UI design and research, complemented by two years in web development, I specialize in creating user-centered solutions that balance functionality, usability, and visual appeal. My work integrates both qualitative and quantitative research methods to ensure that design decisions are grounded in evidence and aligned with user needs. I am committed to delivering thoughtful and effective digital experiences across diverse domains.

Education

- HARBOUR.SPACE**
MBA Interaction Design
08/2025 - 07/2026
- King Mongkut's University of Technology Thonburi**
M.Sc.Information Technology
12/2021 - 07/2025
- King Mongkut's University of Technology Thonburi**
B.Tech. Medical and Science Media
07/2017 - 06/2021

Professional Skills

UX/UI Design & Interaction Design

- Expert in crafting user-friendly, visually engaging interfaces with tools like **Figma** and **Adobe XD**.
- Skilled in **wireframing**, **prototyping**, and **interaction design**, with a strong focus on usability and accessibility.
- Able to translate complex requirements into intuitive, scalable design systems.

User Research & Usability Testing

- Proficient in qualitative and quantitative user research, including interviews, surveys, usability tests, heuristic evaluations, and A/B testing.
- Experienced with **usability testing tools**, **eye-tracking analysis**, and **Hotjar** for observing user behavior and validating design decisions.

Data-Driven Design & Visualization

- Comfortable using **Google Looker Studio**, **Tableau**, and **SQL** to visualize user data and inform design strategies.
- Capable of integrating insights from user analytics into iterative design improvements.

Agile Collaboration

- Familiar with **Agile methodologies**, working cross-functionally with developers, product managers, and stakeholders.
- Actively involved in **design sprints**, sprint reviews, and iterative feedback cycles.

Work Experience

Senior UX UI Designer | REAL SMART CO., LTD. June 2025 - Oct 2025

- User Research & Insights:** Designed and conducted surveys, interviews, and usability tests to deeply understand user needs, behaviors, and motivations. Analyzed findings to translate into actionable design insights.
- Wireframing & Prototyping:** Created low- to high-fidelity wireframes and interactive prototypes to communicate design concepts, validate ideas with stakeholders, and perform user testing for iterative improvements.
- Interaction Design:** Defined user flows and interaction patterns to ensure intuitive navigation and seamless user experience across platforms.
- Collaboration:** Worked closely with product managers, developers, and stakeholders to align design decisions with business goals and technical feasibility.
- Design Validation:** Applied usability testing feedback to refine prototypes and improve overall design quality, ensuring solutions meet both user expectations and business requirement

UX UI Designer | Eibiz Co., Ltd (Part Time) Feb 2025 - Mar 2025

- User Research:** Conduct user research to understand the needs, behaviors, and motivations of users through 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.

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

- 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

UX/UI Developer | BASE Playhouse (Short Contract) Nov 2023 - Jan 2024

- 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:** Create wireframes and prototypes to visualize design concepts and interactions. Prototypes can be interactive and help in user testing.
- Provide advice on ux ui design and plan the team's work.

UX/UI Designer | Tech Combine (Short Contract) Oct 2023 - Dec 2023

- 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.

Senior UX Designer | Internet Thailand Public Company Limited (Full Time) Jan 2023 - Jun 2023

- 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 (Full Time) Sep 2022 - Dec 2022

- 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.

Development & Technical Collaboration

- Knowledge of **HTML**, **CSS**, and **JavaScript** for seamless communication with developers.
- Experience working with **Google Cloud Platform (GCP)** and **AWS** for cloud-based solutions and system integration.

Project & Time Management

- Strong organizational skills with the ability to manage multiple projects and meet deadlines.
- Proficient in task prioritization and cross-team coordination

Tool Proficiency

Design & Research Tools

- **Figma, Adobe XD** – UI/UX Design, Prototyping
- **Hotjar, Eye-Tracking Tools**,
- **Usability Testing Tools** – User research and behavior analysis
- **A/B Testing Tools** – Comparative design testing

Analytics & Data Tools

- **Google Looker Studio, Tableau, SQL** – Data dashboards and design evaluation

Development & Cloud Systems

- **Google Cloud Platform (GCP)** – System and data design (e.g., QR Code solutions)
- **AWS, phpqrcode** – Web integration and technical prototyping

Project & Process Tools

- **Agile Methodologies** – UX collaboration, sprint cycles
- **Heuristic Evaluation, Usability Testing Frameworks** – Research-based evaluation techniques

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
- English : Intermediate
- Japanese : Basic

UX/UI Designer | **AI and Robotics Ventures (Short Contract)** Apr 2022 - July 2022

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- **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 (Full Time)** Ang 2021 - Jan 2022

- **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

- 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.

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.