POSAWEE SOOKCHUM

UX/UI & INTERACTION DESIGNER

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PROFESSIONAL SUMMARY

UX/UI and interaction designer with 5+ years of experience designing digital products, enterprise systems, e-commerce, and service platforms. Specializes in research-led design — user interviews, usability testing, and analytics-informed decisions — translated into clear user flows, scalable Figma design systems, and high-fidelity prototypes. Comfortable partnering with product managers, developers, and business stakeholders in Agile teams to ship usable, business-aligned solutions. Previously worked as UX Designer and Frontend Developer at CMKL University (Aug - Oct 2026) alongside teaching UX/UI Design as a special instructor at Sripatum University, on top of completing a dual master's degree program in Interaction Design (MBA from UTCC and MA from Harbour.Space Institute of Technology).

CORE SKILLS

UX/UI & Interaction Design: User flows, information architecture, wireframes, high-fidelity UI, interactive prototypes, accessibility thinking

User Research & Validation: Interviews, surveys, usability testing, heuristic evaluation, A/B testing, analytics-informed design

Design Systems & Handoff: Figma component libraries, design documentation, developer handoff, scalable UI patterns

Frontend Development: HTML, CSS, JavaScript, responsive web development; comfortable implementing designs and collaborating closely with engineering

Product & Agile Collaboration: User stories, backlog support, sprint reviews, roadmap alignment, stakeholder communication

Tools & Technical Literacy: Figma, Adobe XD, Hotjar; HTML, CSS, JavaScript; Looker Studio, Tableau, SQL; Jira, Google Workspace

PROFESSIONAL EXPERIENCE

Special Instructor, UX/UI Design | Sripatum University Jun 2024 - Present
Bangkok, Thailand

- Teach UX/UI design principles, design process, wireframing, prototyping, and usability testing to university students.
- Guide students in using Figma to build prototypes and present design solutions through project-based learning.
- Mentor students and assess project outcomes on usability, clarity, and design rationale.

UX Designer and Frontend Developer | CMKL University Aug 2026 - Oct 2026
Bangkok, Thailand

- Designed user experiences and interfaces for university digital platforms, translating research and requirements into user flows, wireframes, and high-fidelity prototypes.
- Implemented frontend interfaces with HTML, CSS, and JavaScript, working closely with the engineering team to ship features end to end.
- Partnered with academic and administrative stakeholders to align digital experiences with educational and institutional goals.
- Maintained design consistency and reusable components across university-facing digital products.

UX/UI Designer | Aarini Consulting Dec 2025 - Mar 2026
Remote

- Conducted user research through surveys, interviews, and usability testing to uncover needs, behaviors, and pain points for SAP-related enterprise products.
- Synthesized research into personas, journey maps, and prioritized insights that guided design decisions and feature scope.
- Created low- to high-fidelity wireframes and interactive prototypes to communicate solutions and validate concepts with stakeholders before development.
- Designed user flows and interaction patterns that improved usability, navigation, and task completion across SAP-based enterprise platforms.
- Partnered with business analysts and developers to align design with business goals, technical constraints, and SAP system requirements.
- Maintained reusable Figma components and design documentation to support consistency and a smooth developer handoff in a remote, distributed team.

Senior UX/UI Designer | REAL SMART CO., LTD. Jun 2025 - Oct 2025
Bangkok, Thailand

- Designed and ran surveys, interviews, and usability tests to understand user needs, behaviors, and motivations.
- Translated research findings into actionable design insights, user flows, wireframes, and high-fidelity prototypes.
- Built and maintained Figma design components and patterns to keep the UI consistent and scalable across screens.
- Worked closely with product managers and developers to align design decisions with business goals and technical feasibility.
- Ran design reviews and applied usability feedback to refine prototypes and raise overall design quality before implementation.

Senior UX Designer | Internet Thailand Company Jan 2023 - Jun 2023
Bangkok, Thailand

- Led user research, information architecture, wireframing, prototyping, and UX documentation for digital products.
- Defined information architecture and navigation structures to make complex products easier to understand and use.
- Documented design decisions, guidelines, and reusable patterns to support team alignment and design-system consistency.
- Supported project planning and UX team coordination, including training and knowledge sharing with team members.

UX Designer (DM) | B2S CO., LTD. Sep 2022 - Dec 2022
Bangkok, Thailand

- Analyzed e-commerce user behavior and analytics to understand purchasing patterns and barriers to conversion.
- Created wireframes and prototypes that improved customer experience, promotional flows, and journey usability across the website.
- Managed website promotion settings and supported campaign planning tied to online purchase behavior.
- Collaborated with marketing and merchandising teams to align design with campaign goals and customer needs.

UX/UI Designer | AI and Robotics Ventures Apr 2022 - Jul 2022
Bangkok, Thailand

- Conducted user research and built wireframes and interactive prototypes to validate product concepts early.
- Identified usability issues through testing and proposed interface improvements that enhanced product clarity.
- Worked with product and engineering stakeholders to translate concepts into feasible design directions.

Software Designer | Brainergy Digital Aug 2021 - Jan 2022
Bangkok, Thailand

- Created wireframes and prototypes for software products and defined user interactions and interface structure with the team.
- Supported user research and translated product requirements into practical, buildable design solutions.
- Collaborated with developers to ensure designs were implemented accurately and consistently.

Web Developer | Freelance Aug 2015 - Jun 2017
Bangkok, Thailand

- Built responsive websites with HTML, CSS, and JavaScript, working directly with clients on requirements and updates.
- Created wireframes and prototypes, ran basic user research, and translated client needs into working interfaces.
- Provided post-launch maintenance, troubleshooting, and iterative improvements based on feedback.

EDUCATION

MBA, Interaction Design | University of the Thai Chamber of Commerce (UTCC) Aug 2025 - Jul 2026
MA, Interaction Design | Harbour.Space Institute of Technology Aug 2025 - Jul 2026
B.Tech., Medical and Science Media | King Mongkut's University of Technology Thonburi Jul 2017 - Jun 2021

CERTIFICATIONS

Intro to User Experience Design (UX) - Skooldio | UI Fundamentals - Skooldio | UI Design with Figma - Skooldio
Agile Processes - Futureskill | Product Management Foundation - Futureskill | Database Foundations - Oracle

LANGUAGES

Thai: Native | English: Professional Working Proficiency | Japanese: Basic