

Professional Summary

Versatile design and product professional with 5+ years of experience spanning UX/UI design, product strategy, and cross-functional project delivery. Brings a research-first approach — user interviews, usability testing, A/B testing, and analytics — combined with hands-on execution across Figma design systems, interactive prototyping, and Agile product workflows. Proven ability to lead teams, manage stakeholders, define roadmaps, and drive projects from discovery to launch. Equally effective as a senior individual contributor and a people leader. Founder of an independent design studio currently pursuing an MBA in Interaction Design at Harbour.Space@UTCC.

Education

- HARBOUR.SPACE @ UTCC**
MBA Interaction Design
08/2025 - Present
- King Mongkut's University of Technology Thonburi**
M.Sc.Information Technology
12/2021 - 05/2026
- 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.

Personal Business

Founder & Lead Product Designer | **Okuzero Studio CO., LTD.** 10/2023 - Present

- Founded and operated a full-service UX/UI and product design studio; managed 3–5 concurrent client projects across tech, retail, and service sectors — owning scope, timeline, budget, and delivery quality end-to-end.
- Acted as de-facto Product Owner on multiple engagements: gathered and prioritized requirements, wrote user stories, facilitated sprint reviews, and maintained product backlogs with development teams.
- Designed and ran research programmes (user interviews, surveys, contextual inquiry, usability testing) that validated product direction before high-fidelity design and development investment.
- Built scalable Figma component libraries and design systems adopted by client engineering teams, reducing UI inconsistency and developer handoff time across projects.
- Reported project health, design decisions, and research findings to C-level stakeholders — adapting communication to both technical and non-technical audiences.

Work Experience

UX UI Designer | **Aarini Consulting (Remote)** Dec 2025 - Mar 2026

- Conducted user research through surveys, interviews, and usability testing to identify user needs, behaviors, and pain points, and translated findings into actionable design recommendations for SAP-related products.
- Created low- to high-fidelity wireframes and interactive prototypes to communicate design solutions, validate concepts with stakeholders, and support iterative product improvements.
- Designed user flows and interaction patterns to improve usability, navigation, and overall user experience across SAP-based systems and enterprise platforms.
- Collaborated closely with business analysts, developers, and stakeholders to ensure design solutions aligned with business objectives, technical constraints, and SAP system requirements.

Senior UX UI Designer | **REAL SMART CO., LTD. (Contract)** 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

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.

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 Developer | **BASE Playhouse (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 (Contract)** Oct 2023 - Nov 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 Company (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.

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

- **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 (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.