

Pimauborn Sirisook (Praire)

Product Designer at Accredify

psiri.co

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CONTACT

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EDUCATION

User Experience Design Immersive

General Assembly

Nov 2021 - Jun 2022

Bachelor of Science in Architectural Design (INDA)

Chulalongkorn University

2014 - 2018

- 1st Class Honours
- Awarded Design Excellence in 2017

SKILLS

- Product Design, UX/UI
- User Research, Usability Testing
- Web3 & DeFi UX Design
- B2B SaaS UX Design
- Prototyping & Interaction Design
- User Flows, Personas, Journeys
- Stakeholder Management
- Visual Design, 3D Design

TOOLS

- Figma & FigJam
- Framer
- Basic HTML, CSS, JavaScript
- Adobe Photoshop & Illustrator
- Rhinoceros 3D

WORK EXPERIENCE

Product Designer

[Accredify Pte. Ltd.](#)

Feb 2023 - Present

- Designed and delivered end-to-end applications for [Accredify's SaaS platform](#) and [external client projects](#) (NHG, TTSH, RSAF), improving digital identity verification and credential issuance.
- Led UX research and usability testing, refining workflows and improving enterprise user experiences.
- Design core product flows, reducing friction in document issuance and management processes.
- Collaborated closely with engineers, product managers, and stakeholders to align user needs with business goals and technical feasibility.
- Developed and maintained Accredify's design system, improving UI consistency and accessibility.

Senior Specialist Lead

[Amazon](#)

Jul 2020 - Feb 2023

- Led and managed 300+ specialists across Asia, streamlining workflows and resolving complex account issues.
- Designed and launched an internal investigation portal using HTML, CSS, and JavaScript to enhance specialist productivity.
- Acted as a bridge between senior management and frontline teams, driving 98% compliance with internal standards.

Flight Attendant

[Singapore Airlines](#)

Dec 2018 - Jul 2020

- Delivered exceptional customer service and managed high-pressure situations while ensuring safety and comfort for passengers.

PROJECTS

Aerodrome Finance UX Case Study

[Personal Web3 UX Project](#)

- Conducted a self-initiated UX research project on Aerodrome Finance, a DeFi platform on BASE.
- Analysed onboarding challenges, transaction transparency, and missing feedback loops in DeFi UX.
- Proposed UX improvements, including gas fee transparency, transaction confirmation feedback, and better bridging guides.
- Benchmarked against Uniswap and PancakeSwap, identifying best practices for decentralised exchanges (DEXs).

NHG Partners Portal

[Accredify Pte. Ltd.](#)

- Designed an end-to-end platform for NHG, enabling community partners to manage 1,200+ health & wellness programmes across Singapore.
- Improved user engagement by integrating NHG's CRM & Care App, allowing residents to browse & register for programs.
- Built a custom analytics dashboard, providing data-driven insights for better program planning.
- Automated manual workflows, reducing admin work and accelerating program rollouts.
- Led QA & UAT testing, ensuring a smooth launch with positive stakeholder feedback.

Tan Tock Seng Hospital (TTSH) Patient Referral Portal

[Accredify Pte. Ltd.](#)

- Designed a referral system streamlining transitions from General Practitioners to Specialists, cutting processing time and reducing errors.
- Built a smart form tool to automate updates, ensuring faster and more accurate patient referrals.
- Secured Phase 2 funding after successfully launching the pilot with Tan Tock Seng Hospital.