

Pisacha S.

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User Experience Designer | Product Designer | Customer Experience designer

Creative and versatile Product and Graphic Designer with extensive experience in both digital and print media. Skilled in user research, wireframing, and prototyping, with a focus on delivering user-friendly interfaces and engaging visual communications. Demonstrated success in project management, overseeing design projects from concept to completion while maintaining quality standards and managing client relationships.

WORK EXPERIENCE

Hempo Solutions • Bangkok • 03/2025 – Present

Branding Designer • Freelancer

- **Conceptualize and create compelling branding for our diverse portfolio of companies** and execute visual designs that define and elevate our brand identity.
- Develop logos, style guides, marketing materials, and digital assets that communicate our brand's essence and values effectively.
- Collaborate with cross-functional teams to ensure brand consistency and impact across all channels.
- **Develop and maintain a comprehensive design system for all digital assets**, ensuring a seamless and engaging user experience.
- **Oversee the entire visual landscape**, ensuring every asset sings with our brand's distinct voice and aesthetic across all platforms.
- **Create branding for new companies within our organization**, crafting unique identities that resonate with their specific target audiences.
- **Produce stunning 3D mockups** to showcase designs and bring our brand to life in innovative ways.

Aquient Asia | K2 Partnering Solutions • Bangkok (Hybrid) • 09/2023 – Present

CX designer (Customers Experience Designer) • Full-time

- **Email Journey Design:** Developed and implemented an email marketing journey based on Salesforce platform, creating intuitive mockups in Figma. This facilitated better understanding for regional clients at **Mercedes-Benz**, enhancing customer engagement.
- Enhanced luxury product segmentation for Mercedes-Benz through detailed analysis and recommendations.
- **Branding and Social Media Design:** Created an initial branding design for the "**Focus on Force**" website and social media channels, establishing guidelines for future development of the father website page.
- **Email Design for National Gallery of Singapore:** Designed a visually appealing and effective email mockup for the **National Gallery of Singapore**, ensuring alignment with branding standards and audience engagement strategies.

- **Visual Communication for XCL International School Chain:** Designed initial email and WhatsApp communication templates for **XCL International Schools** across Thailand, Singapore, and Malaysia, contributing to cohesive branding and effective messaging.

MyFriend – Your Pet's App • Bangkok, Bangkok City, Thailand • 08/2022 – 08/2023

Product Designer

- Conduct user research and analyze user needs to inform design decisions. **Collaborated with pet product shop owners and pet parents** to validate our theories and features, ensuring alignment with user requirements.
- Facilitate communication **between stakeholders and the development team** by creating wireframes, prototypes, and user flows to convey design concepts effectively.
- Design user interfaces and layouts that are visually appealing and user-friendly, ensuring strict adherence to the **design system** to maintain consistency and reduce user confusion across multiple application features.
- Conduct usability testing and iterate designs based on user feedback.
- Ensure design consistency across multiple platforms and devices.

Suzaku Productions • Bangkok, Bangkok City, Thailand • 04/2018 – 08/2022

Senior Graphic Designer – Assistant Project manager

- Design: Creating designs for print and digital media, such as brochures, advertisements, logos, websites, and social media.
- Project Management: Assisting with project management duties, such as setting deadlines, managing budgets, and communicating with clients.
- Team Management: Collaborating with other designers and team members to ensure that projects are completed on time and to a high standard.
- Quality Control: Ensuring that all design work meets quality standards and client expectations.
- Client Communication: Communicating with clients to understand their design needs and provide updates on project progress.
- Research: Conducting research on design trends and staying up-to-date with new design software and tools.
- Training: Mentoring and training junior designers to develop their design skills.

Graphic Designer

- Design and create visually appealing graphics, including logos, marketing materials, and digital assets.
- Work collaboratively with cross-functional teams
- Use a variety of design software, including Adobe Creative Suite, 3D modeling software, and other graphic design tools.
- Manage multiple projects simultaneously, prioritizing workload to meet deadlines.
- Create 3D models and renderings of products, environments, and other assets

Self-employed

Creative Writer

- Conduct research on current interior design trends, materials, and techniques
- Pitch article ideas to editors or clients and write articles on various interior design topics
- Edit and proofread content for accuracy and readability

Thammasat University • 08/2015 – 12/2015

Teacher Assistant

- TU103 Life and Sustainability
- Support the course instructor in delivering engaging lessons on life and sustainability topics.
- Assist with classroom activities and discussions to promote student engagement and understanding.
- Grade assignments and provide constructive feedback to help students improve their learning.
- Collaborate with the instructor to develop course materials and resources.
- Foster a positive learning environment and inspire students to become advocates for sustainability.

EDUCATION

Bachelor's degree in Interior Architecture

Thammasat University

CERTIFICATIONS

Fundamentals of digital marketing

Google Digital Garage

Foundations of User Experience (UX) Design • 08/2025 – Present

Google

Start the UX Design Process: Empathize, Define, and Ideate • 08/2025 – Present

Google

AI for User Research 101 • 08/2025 – Present

User Interview

VOLUNTEERING & LEADERSHIP

Erasmus+ • 04/2017 – 10/2017

Camp Coordinator (Lorca, Spain)

- Provide orientation and training to volunteers on their roles and responsibilities - Assist with logistical arrangements for volunteers, such as travel, accommodation - Support volunteers in their project activities and ensure their well-being throughout their stay in Spain. - Support volunteers in their personal and professional development during their EVS experience - Maintain accurate records and reports on volunteer activities and program outcomes. - Promote the EVS program and recruit potential host organizations for future projects.

SKILLS

3D, Adobe Illustrator, Adobe Photoshop, After Effects, Attention to Detail, Collaborative Problem Solving, Communication, Design, English, Figma (Software), Graphic Design, Management, Prototyping, SketchUp, Thai, User Experience (UX), User Flows, User Interface Design, UX Research, Web Design, Wireframing, Framers, Art History, Vernacular Design