

TAN KANGPANICHKUL

Newcastle upon Tyne, UK

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A UX designer and researcher with over 4 years of experience in digital design and project management. Holding a Master's in Human-Computer Interaction with expertise in user-centric design. Demonstrated success in leading cross-cultural teams and translating complex requirements into intuitive digital experiences.

PROFESSIONAL EXPERIENCE

Freelance UX Designer and Researcher | Stay Plus Hotel, UK Jul 2024 – Present

- Led experience and service design for improving the hotel's online visibility and guest experience.
- Planned, recruited, and conducted user research across multiple time zones, including 5 user remote interviews, 45 bilingual surveys, and 16 competitor benchmarking analyses; synthesised findings through user journey maps to identify touchpoints and deliver actionable recommendations.
- Created high-fidelity digital wireframes and product designs in Figma, effectively validating solutions through iterative design while presenting to stakeholders with detailed specifications that maintained design system consistency and accessibility standards.
- Applied Norman's emotional design framework in designing a guest-to-guest recommendation system, optimising interactions across stay phases to enhance engagement and boost online reviews.

UX Designer | New Press and Packaging, Thailand Apr 2022 – Aug 2022

- Established the company's first digital presence to expand market reach in the competitive printing industry.
- Led a multidisciplinary team of designers and marketing specialists, effectively bridging technical design and business communication gaps by translating complex requirements into clear solutions for stakeholders.
- Conducted in-depth user research and competitive analysis to identify market opportunities, user pain points, and core business needs, creating actionable insights for design strategy.
- Designed and launched a new website with strategic product showcase that differentiated from competitors by developing information architecture, rapid prototypes, and CMS integration to enhance user engagement.
- Achieved a 15% increase in customer acquisition through enhanced digital visibility initiatives.

Project Manager | New Press and Packaging, Thailand Jan 2017 – Aug 2022

- Directed end-to-end production cycles and print design processes, prioritising and planning project roadmaps while working cross-functionally to ensure adherence to quality standards and project timelines.
- Cultivated strong client relationships as a primary point of contact, leading strategic design discussions and proactively recommending design solutions based on industry trends.

Architect | Integrated Field, Thailand Feb 2014 – Jul 2016

- Successfully drove 4+ concurrent mid to large-scale projects, demonstrating adaptability in navigating diverse project landscapes and conducting contextual research to align with regulatory standards and user needs.

PROFESSIONAL DEVELOPMENT & CERTIFICATES

Work Experience Placement | Opencast, UK Oct 2024

- Collaborated in an enterprise-level Agile development sprint, participating in sprint planning, daily stand-ups, and retrospectives while contributing to webpage development.

Agile Project: Product Prototype Touchpoint Analysis | Coursera Jun 2024

Google Analytics | Google Skillshop May 2024

EDUCATION

Human-Computer Interaction, MSc (Distinction) | Newcastle University, UK Sep 2022 – Dec 2023

Interior Architecture, BArch (Second Class Honours) | Chulalongkorn University, Thailand
Mar 2008 - May 2013

SKILLS

- Design & Prototyping:** Figma, Miro, Jira, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- UX Design:** Wireframing, Prototyping, User Flows, Journey Mapping, Information Architecture
- UX Research:** User Research, Competitor Analysis, Interviews, Surveys, Card Sorting, Personas, Scenarios, Affinity Mapping, Usability Testing, Contextual Inquiry, Heuristic Evaluation, Google Analytics, Hotjar