Naruemon Limsuebchea

Senior UXUI Designer

Portfolio

namonlim.com ↗

Personal

Name	**Naruemon Limsuebchea**
Nick name	**Kae**
Birthday	**26 June, 1989**
Relationship	**Single**
Nationality	**Thai**
Language	**Thai** *(Native)*
	English *(B2-Upper-intermediate)*

Contact

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Experience *- 13+ years*

Freelance Lead UX/UI Designer | BMA Health

May 2026 - Nov 2026 (expected), 7 months

Leading UX/UI and the design system for the BMA Primary Health Care Information System (PHCIS), its patient Mobile Application and a self-service Kiosk, owning around 80% of the HCIS product surface from client requirements and TOR mapping through vibe-coded prototypes, Figma delivery and developer hand-off.

Delivered 684 TOR requirements across 32 systems and 190 modules (~96% complete) in 5 months: 510+ screens on one design system (PHCIS web 425 · Mobile App 44 · Kiosk 42), serving 49 staff roles.

Took briefs directly from physicians, nurses, pharmacists, finance officers and committee working groups, presented every iteration and logged 320+ product decisions; turned TOR requirements into user flows, service blueprints and journey maps for BA and Dev.

Designed the full patient journey end to end: Kiosk check-in → Registration → Triage → Screening → Doctor examination across 16 specialty clinics → Post-exam nursing → Pharmacy → Finance & cashier, supported by Queue management, Appointment management, Consent management and System administration, plus the complex logic behind it: pharmacy-to-finance gating, NHSO/SSO/CGD eligibility and e-Claim, PDPA cross-center privacy rules, telemedicine, and 78 reports and dashboards.

MIH Design System & AI-Assisted Delivery

Architected the MIH Design System from scratch: 1,700+ design tokens in a three-tier architecture (Primitive → Semantic → Component) with light and dark mode, powering three product design systems (HCIS web, Mobile App, Kiosk) from one token pipeline.

Authored design.md (15,000 lines, 140+ documented components) as the single source of truth for developers and AI agents, plus a live component library (60+ families) and a lint hook that keeps the system drift-free across 2,800+ commits.

Built responsive, clickable prototypes with Cursor, Claude Code and GitHub, and connected code to Figma via MCP with two-way token sync, cutting client feedback cycles from weeks to days.

Handed off work to developers directly through GitHub (code, screen manifests and per-screen hand-off packets), and distributed design tokens via GitHub as a versioned package so developers build from the same source as the design.

The tight timeline left no room for real-user testing, so AI simulated 10+ roles across modules (doctors by clinic, nurses, medical records, pharmacy, finance, health centre directors) and I tested the flows with Claude Code.

Projects: In Progress, estimated completion 30 Nov 2026

- PHCIS (HCIS Web) · 19 systems · 425 screens
- BMA Health Mobile Application · 44 screens
- BMA Health Kiosk · 42 screens
- MIH Design System

Experience *- 13+ years*

Personal Project: Pakkadinsaw Design System
Jan 2025 - April 2026

Architected and built a complete, scalable design system from the ground up, taking full ownership of the project's strategy, UI design, and governance.

Implemented a sophisticated three-tier token architecture (Primitive, Semantic, Component) to ensure systematic scalability, themeability, and long-term maintainability.

Engineered the system to be highly adaptable, with built-in support for multi-platform deployment, multi-brand theming, and multi-language localization.

Freelance UX/UI Designer
Worked end-to-end as a freelance UX/UI Designer, managing the full project lifecycle from proposal and quotation through invoicing and payment documentation. Provided UX/UI consulting and delivered website and application designs, collaborating directly with developers and conducting final design reviews before handoff and delivery.

Projects:
- SiriandCo Website - *Finished*
- SPEC Application Mockup - *Finished*

Lead Product designer (UX/UI) | Fynncorp
July 2023 - Dec 2024, 1 year 6 months

Led the end-to-end UX/UI strategy for Invesnity, the investment platform, focusing on simplifying complex financial data and investment communication for Thai Investor.
https://invesnity.com/home

Leadership & Team Development
Directed and mentored a team of 9 Product Designers, fostering a culture of collaboration and continuous improvement by introducing regular UX/UI cross-syncs, knowledge-sharing sessions, and retrospectives, which aligned the team on cross-product goals and enhanced performance

Achieved zero voluntary turnover over a 2-year period by implementing a robust KPI and career development framework; this involved co-creating personalized 6-month skill goals with each designer and actively supporting their progress through design pairing, targeted mentorship, and curated training courses

Process & Operational Excellence
Established a full-scale Design System and governance framework to unify UI/UX and accelerate development. I led the team to build the core library in a rapid 4-month, while creating the operational workflows—request processes, checklists, and a decision tree—that guaranteed its successful, scalable adoption

Drove the adoption of Jira for design workflow management, significantly improving project visibility and streamlining collaboration both within the design team and with engineering.

Strategy & Cross-Functional Collaboration
Collaborate work closely with CEO, Product Owner and Product Manager to align product roadmaps with user needs and business goals.

Fostered a user-centered design approach utilizing continuous research, personas, and usability testing to validate user needs; to ensure quality and measure the impact of this approach, I established clear acceptance criteria for both UX (e.g., Success Rate, NPS) and UI (e.g., Accessibility, Design System Adherence

Acting Lead UX/UI Designer | Kaidee
Jan 2022 - Nov 2022, 11 months

https://www.kaidee.com/en
https://rod.kaidee.com/en
https://rod.kaidee.com/en/services/kaidee-certified?noTrans=1
https://rod.kaidee.com/en/new-cars?noTrans=1

Team Leadership & Development: Stepped into an acting lead role to manage and mentor the UX/UI team, establishing clear KPIs and conducting regular 1-on-1s to foster professional growth and drive performance.

Process Improvement & Collaboration: Championed the adoption of Jira to streamline design workflows and improve project transparency. Fostered collaboration by liaising with technical (Platform, Data) and business (Marketing, Sales, Content) teams.

Design Strategy & Execution: Led hands-on design work, from creating wireflows to final user interfaces, while initiating and maintaining the foundational Design System in Figma. Leveraged data from Google Analytics and Excel to inform and measure design outcomes.

Senior UX/UI Designer | Kaidee
Dec 2018 - Dec 2021, 3 years and 1 month

Pioneered and architected Kaidee's multi-platform Design System (Web, iOS, Android), establishing the foundational structure, component library, and the brand's core visual identity (mood & tone).

Mentored and coached a team of junior and mid-level UI designers, conducting regular 1-on-1s and providing constructive feedback to elevate the overall quality and consistency of design work.

Managed design timelines and project tasks to ensure timely delivery, while partnering closely with front-end developers to facilitate a seamless implementation process.

Senior UX/UI designer | Scale360Solutions
Oct 2016 - Dec 2018 - 2 years and 3 months

Established the foundational Design System for web and mobile applications, building and maintaining comprehensive component and symbol libraries in Sketch to streamline the design process and ensure consistency.

Led the UI design for creating detailed wireframes, and designing high-fidelity interfaces for primary pages.

Mentored and coached junior designers, reviewing work to ensure quality. Managed project timelines and collaborated closely with front-end developers to ensure a seamless handoff and implementation process.

Web Designer | Asia Media Studio
Aug 2014 - Sep 2016, 2 years and 2 month

As the studio's sole web designer, I led the design of all websites and mobile applications, taking full ownership of the end-to-end visual design and user interface creation for numerous client projects.

Designed a wide range of print collateral to support client branding and marketing efforts, including brochures, posters, advertisements, and corporate stationery.

Collaborated directly with clients to understand their requirements and translate their vision into compelling visual designs for both digital and print medias.

Web Designer | 1001Click
Aug 2012 - Jul 2014, 2 years

Responsible for the end-to-end design process of client websites, from initial concept to final visual execution.

Developed detailed wireframes to define page structure and user flows, then translated them into polished, high-fidelity user interface designs.

Education

Master Degree
September 2024 - May 2026 · Graduated

Management of Entrepreneurship and Innovation
at College of Management Mahidol University, Bangkok

Bachelor Degree
2008-2012

Bachelor of Science (Multimedia Technology and Animation)
at Mae Fah Luang University, Chiang Rai

High School
2002-2008

Math - Science
at Stree Phuket school, Phuket