

About Me

I am a passionate UX/UI Designer with over 3 years of experience creating intuitive and user-centered digital solutions. My background includes working with a leading Digital Product Design Agency and a global in-house company.

Work Experience

UX/UI Designer | Nimble

March 2025 - Present

- Architected an enterprise-scale Master Design System supporting a unified digital ecosystem across Mobile, Web, POS, and Kiosk applications.
- Designed a scalable AI-powered Design System that unified design and development across a multi-product digital ecosystem, enabling a single source of truth between Figma and the production codebase.

Product Designer | Agoda

April 2024 - October 2024 (Contract, 6 months)

- Collaborated with the Customer Experience Group (CEG) team to improve customer interactions.
- Led initiatives to reduce agent handle time, streamlining processes and reducing operational costs.
- Enhanced overall user experience by designing efficient, user-centered solutions that balanced business goals with customer needs.

UX/UI Designer | Morphosis Company

November 2021 - October 2023

- Collaborated on the 'TrueID Project,' contributing significantly to the oversight and direction of application design.
- Established a comprehensive Design System for the "TrueID application" spanning multiple domains.
- Achieved substantial increases in user success rates, notably enhancing user engagement through strategic design improvements.

Core Competencies

Professional Skills

- Cross-functional Collaboration
- Strategic Product Thinking
- Stakeholder Management

Technical Skills

- UX/UI Design Principles
- Design System Architecture
- AI-Driven DesignOps

Education

- Bachelor of Decorative Arts, Silpakorn University, Thailand