

# Piya Rianthong

## UX/UI Designer

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## PROJECTS / CASE STUDIES

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### Case Study - DeliGo Food delivery app

- Design a food delivery app to improve user experience, resulting in an 85% user satisfaction rate.
- Optimized navigation flow, reducing task completion time and increasing usability scores significantly.
- Introduced a personalized food preference system, leading to a 60% increase in feature engagement.
- Improved user retention by boosting membership feature usage by 50% and coupon redemption by 40%, enhancing user interaction.

### Thesis Project - English World Web Application for English Learning

- Developed a web application to enhance English learning for non-native speakers, achieving high user satisfaction in usability testing.
- 95% of users rated system functionality as "Highly Satisfactory", including features such as sign-up/login, vocabulary display, and timed quizzes.
- User accuracy in retrieving search results was rated at the highest level, improving accessibility and efficiency.
- Overall ease of use scored the highest rating, making learning more convenient and engaging.
- Dashboard tracking system received high ratings, helping users monitor progress effectively.

## EDUCATION

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### Dhurakij Pundit University

Master of Science program in Web Engineering and Mobile Application Development  
2021 – 2024, [Bangkok, Thailand]

### Rajamangala University of Technology Thanyaburi

Bachelor of Engineering  
Program in Environmental Engineering  
2016 – 2020, [Pathum Thani, Thailand]

## SKILLS

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### UX SKILLS

User Research, User Persona, User Flow, Use Case Diagram, Use Description, Sequence Diagram, Activity Diagram (Swimlane), Design Thinking, Problem-Solving, Information Architecture, Usability Testing

### UI SKILLS

Wireframing, Rapid Prototyping, Visual Design, Typography & Layout Design, Design Systems, Responsive Design

### Tools

Figma, Framer, Jira, Maze, HTML/CSS, Basic JavaScript