Ukrit Meeklin

UI/UX Designer

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Experience

UI/UX Designer

🏢 EASYRICE | 📅 Aug 2021 – May 2024

#1 EASYRICE M0/MP Project

Developed user personas and conducted competitor analysis to align the Material-UI design system with the brand's identity. Using Figma, designed wireframes and high-fidelity prototypes. Aiming to create an intuitive and user-friendly website interface to ensure comfort and ease of use for customers without a computer experience.

#2 EASYRICE & Exambrisk Website Project

Created the brand identity for EASYRICE and Exambrisk, leading the visual design, typography, graphic elements, and photography. Established a cohesive design system to ensure brand consistency across all platforms.

#3 Kha Khao Project

I designed Kha Khao, a rice trading platform tailored exclusively for the rice community. This web app was developed for easy access via web browsers, featuring a user-friendly interface specifically designed for middle-aged users. I contributed to the wireframing, design system, graphic elements, and the development of mood and tone. Additionally, I created high-fidelity prototypes to refine the overall user experience.

#4 Rice Hub Project

Led the visual design for the RiceHub landing page, including creating the logo, graphic elements, and icons. Additionally, I designed interactive charts that allow users to compare annual rice prices.

Designer

🏢 Glisten Design | 📅 Nov 2020 – Jul 2021

I created the brand identity for 'Graphene Deeptech Thailand,' including logo, visuals, and executive portraits. I also independently built and launched my first responsive website using Photoshop, HTML, CSS, JavaScript, and PHP.

Education

KMITL (Ladkrabang)

Mechanical Engineering | 📅 2016 - 2019

I have developed comprehensive knowledge in various engineering disciplines, including engineering drawing and computer programming. During my time at the automotive club, I served as a graphic designer, where I was responsible for creating proposal books annually and presentations on car information. Additionally, I collaborated with designer friends, contributing as a photographer and filmmaker.

The Prince Royal's College

Sci-Math | Gifted Math | 📅 2014 - 2016

In high school, I was an active member of the photo club and won a logo design contest for my class, Prem. Additionally, I designed our yearbook cover, marking my first experience with Photoshop and Illustrator. In Mathayom 5, I joined the POSN program in the computer department and advanced to the second camp.

Skills

Design

User Interface, Digital prototyping, Visual Design, Design System, Design tokens, Wireframing, and Low-High Fidelity Mockups

Software

Figma, Adobe XD, Processing Sketchbook, Photoshop, Illustrator, InDesign, Lightroom Classic, After Effect, Premiere Pro, Davinci Resolve, Blender, HTML, CSS, JSON

Visual Design

Poster Design, Typography, Iconography, Branding, Web design, Book Design, Logo Design, Packaging Design, guidelines

Photography

Studio Lighting, Composition, Flash Photography, Portrait, Die Cut, Photo Retouching

Cinematography

Videography, Sound Recording, Cinematic Lighting, Camera Operation, Editing, Color Grading, Storyboarding, and Visual Effects

Language

Thai

Good for both reading and writing

English

Intermediate
(Latest TOEIC score: 835, June 2020)

Awards

2nd Runner-Up, Green Tree Foundation Short Film Award | 2014

1st Runner-Up, "โตไปไม่ โกง" Poster Design Award | 2014

Portfolio : ukrit.me