

# Nat Udompanich

Senior UX Designer & Researcher

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## EDUCATION

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### MBA and MS in Digital Technology, *Dean's scholarship*

Boston University, Questrom School of Business; Boston, MA

May 2024

- Graduate Research Assistant for Digital Business Institute, Boston University

### BFA, 3D-Based Communication Design

King Mongkut's Institute of Technology Ladkrabang; Bangkok, Thailand

July 2017

## WORK EXPERIENCE

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### Product Manager Intern / KBTG, Kasikorn Bank

Jun 2023 - Aug 2023

Bangkok, Thailand

Led a data visualization project that transformed complex datasets into a data analytics dashboard to enable data-driven decision-making in NFT marketplace product improvement.

- Collaborated with cross-functional teams from 3 business units to implement a dashboard for a user behavior tracking system, incorporating 8 product features within 3 months.
- Analyzed user behavior and product interactions to identify key use cases and data tracking requirements.

### Senior UX Researcher / Finnomena

Mar 2020 - May 2022

Bangkok, Thailand

Developed and implemented a UX research process and strategy across 6 product domains for Finnomena, a digital wealth management platform, providing research insights to inform product strategies and enhance user experiences.

- Led and executed 30+ user research initiatives, translating research findings into actionable design solutions for a mutual fund investment platform, leading to a 22% increase in investment conversion rates and a 113% growth in assets under management.
- Achieved a 16% increase in account opening conversion rates by streamlining the account opening journey, leveraging insights from in-depth interviews, usability tests, and funnel analysis to develop the customer journey and design solutions.
- Developed user flows, wireframe designs, and Figma prototypes for an investment information feature, incorporating usability test and A/B testing findings to achieve the acquisition of 300K Monthly Active Users (MAUs) one year after launch.
- Optimized UX research and design process for the UX team, resulting in a 46% decrease in time spent on UX projects.

### Senior UX Designer / MAQE

Oct 2018 - Mar 2020

Bangkok, Thailand

Led and managed digital product initiatives, including UX research, design, and strategies, for clients ranging from start-ups to Fortune Global 500 companies, ensuring alignment with business and user-centered design objectives.

- Utilized UX research methodologies to validate and improve a new product idea for a user-generated content platform. Provided product decisions that resulted in a 56% improvement in customer retention within three months.
- Led an ethnographic research for a B2B marketplace, leveraging the research insights to drive digital transformation strategies.
- Performed customer journey maps, persona creation, wireframes, usability testing, interactive prototypes, and design systems.

### UX/UI Designer / Finnomena

Feb 2017 - Oct 2018

Bangkok, Thailand

Designed wireframe, interaction flow, and user interface design for a digital wealth management platform for mutual fund investors and financial advisors.

- Created interaction flow and UI design for Smart advisory feature, a series A collaboration project between Finnomena and Bank of Ayudhya (MUFY); grew 400 million USD in assets under investment with 80,000 active users within one year.
- Revamped UX and UI design of the investment application, enhancing user satisfaction by 34%; built interactive prototypes and conducted 10+ usability testing sessions.

## SKILL & ACHEIVEMENT

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**Skills:** User research, UX design, Prototyping, Product management, Data analytics, Usability testing, Customer experience

**Tools:** Figma, Python, SQL, CSS, HTML, Google analytics, Microsoft Office, Tableau, SPSS, Minitab

**Award:** Best Information Visionary Award, IDC Digital Transformation (2019) - Smart advisory, Krungsri application (KMA)

**Invited talks:**

- Guest lecturer, Stock Exchange Thailand (2019) - Delivered a *Business Idea Validation* lecture to 400+ participants.
- Guest Speaker, 24 Hours of UX (2020) - Gave a talk on *Why UX Kickoff Session* at a global UX conference to 1000+ participants.
- Lecturer, Bangkok University (2020) - Delivered lectures on UX fundamentals for a communication design course.