

TAN KANGPANICHKUL

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SUMMARY

Transitioning UX Designer & Researcher with a Master's in Human-Computer Interaction and a strong foundation in 3D spatial design from architecture. Experienced in creating engaging user experiences across digital and physical platforms. Proficient in user research, prototyping, and usability testing, with a track record of managing cross-functional teams and driving iterative design cycles. Eager to apply my unique blend of spatial design expertise, HCI knowledge, 2D Design and 3D modeling skills to create immersive and effective training experiences in VR for Gemba's global clients.

EDUCATION

Human-Computer Interaction, MSc (Distinction)

Newcastle University, UK

Sep 2022 – Dec 2023

- Key modules: Interaction/UX design methods, research methodology and technologies in HCI.
- Designed and developed user experiences and design systems based on user research for diverse interactive design solutions for websites, mobile applications, and physical prototypes.
- Applied visualisation skills to communicate complex data to all stakeholders.

Interior Architecture, BArch (Second Class Honours)

Chulalongkorn University, Thailand

Mar 2008 - May 2013

- Developed foundational research and design skills, enhancing understanding of user behaviours, user flows and interactions.

PROFESSIONAL EXPERIENCE

UX Designer & Researcher

Freelance, UK

Jan 2024 – Present

- Led end-to-end UX processes for web and mobile applications, from user research findings to interactive prototyping, effectively managing stakeholder expectations and delivering intuitive designs that consistently exceed client satisfaction.
- Collaborated with diverse stakeholders to align business goals with user needs, resulting in optimised digital products.

Project Manager

New Press and Packaging, Thailand

Jan 2017 – Aug 2022

- Successfully managed design and production processes for print products. Implemented iterative design cycles to incorporate user feedback, while adhering to tight timelines and budgets.
- Led in-house designer team to deliver print designs. Enhanced team collaboration and productivity by fostering a supportive environment through mentorship, focusing on individual strengths.
- Improved customer relationships and satisfaction through effective communication. Served as the primary point of contact for customers, discussing project briefs, suggesting updates based on design trends, and offering strategic design insights.

Architect & Interior Designer

Integrated Field, Thailand

Feb 2014 – Jul 2016

- Drove 4+ concurrent projects, demonstrating adaptability in navigating varied project landscapes, and balancing customer needs, contextual constraints and business requirements.

RELATED PROJECTS

Stay Plus Hotel – Elevating Guest Journeys

Freelance Project, UK

May 2024 – Present

- Successfully managed cross-timezone project and stakeholder relationships, ensuring timely delivery of high-quality UX deliverables while maintaining clear communication and alignment with diverse team members.

- Led user research through surveys and interviews, synthesising findings to create data-driven design solutions of a user-centric recommendation system that fostered guest empowerment and engagement, resulting in increased engagement and loyalty throughout the customer journeys.

🔗 **WanderlustNCL** - Enhancing Tourist Experience in Newcastle

Academic Project, UK

Feb 2023 – Mar 2023

- Successfully presented a tourist experience system to 40+ stakeholders, receiving positive feedback.
- Collaborated with cross-functional teams to conduct user research (online surveys and field studies) and create a research-backed design system for both physical and digital interfaces. Implemented visual maps, voice assistance, and gamification features to enhance accessibility and engagement across diverse user journeys.

🔗 **Go Share** - Grocery Sharing System

Academic Project, UK

Dec 2022 – Jan 2023

- Achieved 4/5 user endorsement for a high-fidelity prototype of a grocery-sharing mobile app.
- Conducted research, including observations and field studies, to address food waste issues in the UK. Led the development of a user-friendly design system encompassing seamless both digital and physical touchpoints.
- Iteratively designed the app interface in Figma, with a focus on map features. Refined the prototype through usability testing with the think-aloud technique and heuristic evaluation.

🔗 **NP Website Re-branding** - Digital Transformation Initiative

Professional Project, Thailand

Dec 2021 – Apr 2022

- Increased customer acquisition by 15% through a website rebranding project.
- Spearheaded the project by conducting competitive market research to identify market gaps and user needs, creating information architecture, layout and wireframes in Figma, and launching a new website with refreshed visual brand identity and web content. The redesign stood out by emphasising the company's diverse portfolio rather than price-beating strategies, effectively strengthening market position.

ADDITIONAL EXPERIENCE

Trading Assistant

Sainsbury's, UK

Feb 2024 - Present

- Utilised digital tools in a fast-paced environment to manage inventory, contributing to improved product availability. Gained practical experience with in-store tools, developing an understanding of how backend systems impact the overall shopping experience and improve workflow.

ACHIEVEMENTS & CERTIFICATIONS

Agile Project: Product Prototype Touchpoint Analysis

Coursera

Jun 2024

Google Analytics

Google Skillshop

May 2024

Vice Chancellors Excellence Scholarship

Newcastle University

Sep 2022

SKILLS

Design Tools

Figma, Adobe XD, Miro, Figjam, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro), Webflow, Wix, Sketch Up, 3Ds max, Autodesk Fusion 360, AutoCAD, Archicad

UX Design

Interaction Design, Wireframing, Prototyping, Visual Design, Design Systems, User Journeys, User Flows, Data Visualisation

UX Research

User Research, Competitor Analysis, Interviews, Surveys, Card Sorting, Affinity Mapping, Usability Testing, Contextual Inquiry, Heuristic Evaluation