

Pie Prapawuttikul

Product Designer | Complex Systems & AI-Enabled Workflows

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PROFESSIONAL SUMMARY

Product Designer with experience translating complex, high-stakes workflows into scalable, user-centered product solutions. Skilled in embedding AI tools into operational systems, leading cross-functional alignment, and driving measurable improvements in efficiency and user clarity across regulated and compliance-driven environments. Builds and ships independently, including fully deployed apps using Claude Code and modern front-end tooling.

EXPERIENCE

Product Designer | Complex Systems • [Media Barn Inc. \(Design Consultancy\)](#)

Arlington, VA • Aug. 2022 – Present

- Owned end-to-end redesign of a complex billing platform, introducing generative AI to simplify dense regulatory language and improve user comprehension across high-stakes financial workflows
- Designed mobile prototypes for a homepage redesign targeting multiple user types; observed usability testing sessions and revised designs across both desktop and mobile — including redirecting personalization strategy to post-login based on observed user behavior
- Drove 60% reduction in scheduling time by identifying workflow bottlenecks and restructuring access systems across a multi-step operational flow
- Embedded AI tools into Salesforce-based support systems to reduce handling time, improve documentation quality, and support operational efficiency across billing workflows
- Led cross-functional alignment across product, engineering, and operations to deliver scalable solutions within complex, compliance-driven environments

Product Designer • [RentSpree](#)

Bangkok, Thailand • Jul. 2020 – Aug. 2021

- Designed and shipped insurance and payment features requiring regulatory compliance and financial accuracy across web and mobile platforms
- Conducted research to identify trust barriers and improve clarity in policy communication
- Reduced user friction by restructuring critical flows based on behavioral research and analytics insights

PROJECTS

Co-Founder and Product Lead • [FastLane \(Startup\)](#)

Bangkok, Thailand • Oct. 2025 – Present

- Co-founded a digital stroke assessment startup, leading product vision, UX design, and product strategy from concept to MVP
- Collaborated cross-functionally with owner and developer in a 3-person founding team to ship a clinical-facing tool in a highly regulated medical context

Founder and Designer/Developer • [isurvivehyrox.com](#)

Personal Project • April 2026 – Present

- Independently designed and built a publicly launched PWA training diary app for Hyrox athletes, handling end-to-end product design and front-end development using Claude Code

- Integrated benchmarking against 700,000+ real race results to deliver data-driven training insights — open to partnerships and investor funding for next stage

EDUCATION

M.F.A. Service Design • Savannah College of Art and Design

Savannah, GA | 2022

B.F.A. Visual Communication Design • Silpakorn University

Bangkok, Thailand | 2016

SKILLS AND TOOLS

- **AI Tools:** ChatGPT, Claude, Figma AI, Adobe Firefly
- **Design Tools:** Figma, Adobe XD, Illustrator, Photoshop, InDesign
- **UX/Service Design:** Journey Mapping, Service Blueprinting, Persona Development, Wireframing, Prototyping, Usability Testing
- **Research and Analysis:** User Interviews, Stakeholder Co-creation Workshops, Insight Synthesis, UAT Testing, Amplitude
- **Collaboration Tools:** Jira, Confluence, Google Workspace, Microsoft Office