

KASIPANG PHANTAJAK

UXUI DESIGNER

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ACADEMIC BACKGROUND

Graduated : Jul 2021

Chulalongkorn University
Bachelor of Science in Design and
Architecture GPA 3.26 | (Second class
honours)



CERTIFICATIONS

- Google UX Design Certificates
- Web Design for Everybody:
Basics of Web Development &
Coding



SKILLS

- **Design skills**
 - UX/UI design | Visual &
Branding | Illustration &
Motion design | Agile |
Journey Mapping |
Information Architecture
| Wireframing |
Data Analysis
- **Soft skills**
 - User Interviewing |
Data Organization | Pre-
sentation | Time &
Resource Management |
Problem solving | Leader-
ship & Teamwork



TOOLS

- Figma - Advanced
- Adobe XD - Applicable
- Adobe Illustrator - Advanced
- Adobe Photoshop - Advanced
- Adobe After Effects - Advanced
- Adobe Premier Pro - Applicable
- Rhinoceros - Intermediated
- Sketchup - Applicable
- HTML5 & CSS3 - Applicable



WORK EXPERIENCE

Mar 2023 - Present

Axons (CP Group) | UXUI designer

- Lead UX research efforts by gathering requirements directly from target users, resulting in data-driven design decisions.
- Created comprehensive user journeys and detailed personas, enhancing team understanding of user behaviors and needs, and improved user satisfaction through usability tests.
- Translated user journeys and personas into wireframes, delivering one sprint flow for an efficient design process.
- Collaborated with Product Owners and developers to implement Google Analytics, to gather data for informed UX design enhancements in the upcoming sprint

Oct 2021 - Mar 2023

CREA ASIA | Creative designer

- Conducted demographic research, adapted guidelines, and collaborated to create impactful banner designs for diverse campaigns across 7 brands in Thailand, Malaysia, and Singapore.
- Designed 400+ monthly banners per client's guidelines using Adobe workflow, managed workflow alignment with timelines through CRM platforms.

June 2021 - Aug 2021

STU/D/O Architects | Intern

- Conducted weekly research, crafted mock-ups, presented ideas, and designed infographics for selected projects.

Jan 2021 - Mar 2021

Cloudfloor company limited | Hotel interim (Bangkok design week 2021) | Intern

- Collaborated closely with the Creative Director to establish the project's conceptual framework.
- Conduct research, analyze data, and design informative infographics for target audiences.
- Coordinated with project collaborators to pinpoint and refine design process.



PROJECT EXPERIENCE

Bacon Bae (NFT) | Illustrator | AU based

- Collaborated with the marketing team to define the project's art direction and created two weekly illustrations—one as a JPEG and another as a motion graphic—for the social media team, resulting in over 10 pieces delivered per month.

International Climate Finance Accelerator (ICFA) | Lalicorn | Motion graphic designer

- Conducted research, developed mock-up designs to establish the project's art direction, and created over 20 illustration designs in alignment with it. These designs were animated using Adobe After Effects over a span of 2 months.