Sasicha May Thongkhaoaon

User Experience Designer / Researcher

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Education

Google — UX Design Certificate

Coursera / Aug 2021 - Mar 2022

Completed a 7-month-long intensive training program. Among the 15 topics covered are UX research principles, inclusive design, low-fidelity, and high-fidelity prototypes. For the qualification, I learned and applied UX design knowledge and abilities to 3 hands-on projects.

Chulalongkorn University — Bachelor of Architecture (Hons)

Bangkok, Thailand, Aug 2016 - June 2021

Awarded Certificate of Academic Excellence, Full Scholarship

Works

KASIKORN Business-Technology Group (KBTG) — UX/UI Designer

Bangkok, Thailand / Jun 2022 - Present

Designed and developed financial technologies based on user research including improving the visual design and experience in several products, such as KhunThong, a LINE chatbot that acts as a treasurer in a private chat group.

Creative Crews — Intern Architect/ Product Designer

Bangkok, Thailand / May 2020 - Jul 2020

Created products to aid the 20,000+ child development centers across Thailand, including those inclusive of children. Conducted research and design to produce architectural drawings, 3D modeling, and collaborating with the owner, engineers, and contractor team.

Tokyo Metropolitan University — UX Research Assistant

Bangkok, Thailand / Hachioji, Tokyo, Japan / May 2019 - Oct 2019

Identified problems and proposed solutions based on data collected for improving user experience by surveying 100+ people at Pearl Office Bangkok.

Y&O, Ltd. by CP Group — Graphic Designer (Contractor)

Bangkok, Thailand / Feb 2018 - Jul 2018

Designed print material, graphic design, and media assets for 5 CP Group chain restaurants: Habu Ramen, Papa Burger, Fried Day, and Golden Dragon.

Hard Skills

Design

User flows
Storyboarding
Information Architecture
Wireframing and Mockups
Prototyping
Interaction Design
Illustration and UI graphics

Research

User-Centered Design
Task analysis
Persona hypothesis
Feasibility of design
Use case
User need
Usability test script & Interview
Usability testing

Tools

Pen, Paper and Physical Board
Figma
Adobe Creative Suite
Basic Python
Google Sheet & Google Slide
Sketch Up
Laser Cutting, 3D Printing

Soft Skills

Communication
Time management
Design critique & feedback
Adaptability
Leadership and Teamwork
Problem-solving
Open mind to learn

Language

Thai   Native proficiency
English   Professional proficiency