

# Sasicha Thongkhaoaon

## UX Designer

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Bangkok, Thailand

### Education

#### Google, Coursera — *UX Design Certificate*

Aug 2021 - Mar 2022

- Completed a 7-month-long intensive training program.
- Learned 15+ topics covered UX research principles, inclusive design, low-fidelity, and high-fidelity prototypes.
- Applied UX design knowledge and abilities to [3 hands-on projects](#) for the qualification.

#### Chulalongkorn University, Bangkok, Thailand — *Bachelor of Architecture (Hons)*

Aug 2016 - June 2021

- Awarded for Certificate of Academic Excellence
- Awarded for Prof. Ann Nimmanhaemin's Foundation Scholarship, a scholarship for outstanding junior researcher on Architecture

### Works

#### iCanteen feature on CUNEX App — *UX/UI Designer*

Aug 2020 - Nov 2020

- Led the team that developed a mobile app feature on the CUNEX app, an education app powered by CU and KBTG.
- Developed the solution to improve the experience of 25,000+ students and staff who use the cafeterias during peak hours at Chulalongkorn University.

#### Creative Crews — *Intern Architect*

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 and 3D modeling, and collaborated with the owner, engineers, and contractor team.

#### Tokyo Metropolitan University — *UX Research Assistant*

May 2019 - Oct 2019

- Identified problems and proposed solutions based on the collected data.
- Improved user experience in the office building by surveying and interviewing 100+ people at Pearl Office Bangkok.

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

Feb 2018 - Jul 2018

- Designed print material and digital graphics for 5 CP Group chain restaurants.
- Produced media assets for the restaurants' online marketing which reached 10,000+ people.

### Hard Skills

#### Design

User flows  
Storyboarding  
Information Architecture  
Wireframing and Mockups  
Rapid 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 Post-its  
Figma  
Adobe Creative Suite  
Basic HTML/CSS/Python  
Google Sheet & Google Slide  
Marvel  
Miro

### Soft Skills

Brainstorming  
Communication Skills  
Collaboration  
Design critique  
Flexibility  
Leadership and Teamwork  
Presentation  
Problem solving  
Time management  
Willingness to learn

### Language

Thai - Native proficiency  
English - Professional proficiency