Pawanpat Siriphongnithi

User Experience & User Interface Designer

Bangkok, Thailand
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PROFILE

Bangkok-based UX and UI Designer with over 5 years of experience working in web/app design and graduated a UI Design diploma (co-op program) at Tamwood International College in Canada.

EDUCATION

Tamwood international college

Canada / 2023 - 2024

UI Design Program

(Diploma)

Thammasat University

Thailand / 2015 - 2019

Bachelor of Science Program in Architecture

EXPERIENCE

UED - User Experience Designer

Lazada SEA , Thailand

20 May 2024 - Currently

UX/UI Designer

Applex pte. Ltd. , Singapore

09 Sep 2023 - 19 May 2024

UI Designer

Storylog Co.Ltd. , Thailand

16 July 2021 - 15 January 2023

Web Designer (Freelance)

Devlap Co.Ltd. Thailand

June 2021 - July 2021

UX/UI Designer

Issaraseree Co.Ltd. Thailand

16 March 2020 - 30 June 2021

PROJECT

Lazada SEA (Fintech & Campaign)   *May 2024 - Currently*

- Lazada is a leading e-commerce and digital payment platform in Southeast Asia.
- Worked on UX/UI design for Lazada Fintech & Campaign, covering Wallet, PayLater, Insurance, LazLive, AliExpress PayLater, and payment flows (onboarding, motion, infographics, 3D, and design system). Conducted UX research including usability testing, user interviews, and A/B testing to support continuous UX improvements

Mogmax   *March 2024 - April 2024*

- MogMax is an application that users can upload their photos and get scores by AI.
- The app use artificial intelligence (AI) algorithms to analyze certain data or inputs and provide users with a score or assessment related to various aspects.

Pinto Ebook & Fictionlog   *July 2021 - January 2023*

- Pinto e-book is a unique and innovative concept that brings the warmth of a physical bookstore to the digital world.
- Fictionlog is an all-in-one online fiction archive and e-book store where you can read, write, and sell your own books.
- Over 1+ million downloads on app stores, it offers a convenient and enjoyable reading experience for everyone.

SKILLS

UX / UI Design

Interaction Design	Visual Design	Component
Design system	Prototyping	Wireframing
User journeys	User Flows	Modals

Design Tools

Figma
Adobe XD
Adobe Photoshop
Adobe illustator
Visual studio code

Graphic Design

Infographics
Motion Graphic

UX Research

Usability Testing
User Interviews
A/B Testing

Languages

Thai (Native), English (IELTS 5.5)