

PLOYPROM CHONGKOLWATANA

UI/UX AND VISUAL DESIGNER



EXPERIENCES

SEP 2020 - PRESENT

Flowfact :: Senior UX designer

- Collaborate with clients and customer service teams to improve the user journey and make the product more user-centric.
- Influencing on the product roadmap planning.
- Leading a small team of designers and developers to create a quick win solution for the user.
- Responsible for improving user interface and usability by creating a new design system.
- Work with the researcher to conduct usability and concept testing for product vision.

JAN 2019 - SEP 2020

Smava :: Product (UX/UI) and visual designer

- Work as a product designer for cross-functional teams and visual designer for brand teams.
- Deep drive into pain point to find the solution by creating the hypothesis, ideation, and validation plan to measure the success.
- Using both qualitative and quantitative data tracking to understand user behavior
- Maintain consistency in design systems and contribute to the new components. Being part of the hiring team for a design position.
- Work closely with the marketing team. Generate a new idea for the marketing campaign. Ensure that the product and marketing convey the same message to the user.

OCT 2017 - DEC 2018

AKQA Italy :: Visual and UI Designer

- Work closely with UX designer and strategic team to create the project's user interface design and prototype.
- Creating user interface by using design system and brand guideline from the client.
- Involving in planning and generating the new idea for a social media campaign for the global brand.

2015-2016

W Urban Event :: Co-owner / Visual designer
Expand to the event organizer business

2010-2015

Shub Design Studio :: Co-owner /
Art Director / Visual, UI, and UX Designer

2010

Design Kit :: Graphic Designer Internship

2008-2010

Freelance :: Website designer and developer

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PCHONG



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#UI/UX DESIGN #VISUAL DESIGN #BRAND DESIGN #PROJECT PLANNER

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UI/UX AND VISUAL DESIGNER



SKILL

COMPUTER SKILL

Sketchapp	●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●
Illustrator	●●●●●●●●●●●●●●●●
Flinto/Protopie	●●●●●●●●●●●●●●●●

DESIGN SKILL

User Interface	●●●●●●●●●●●●●●●●
User Experience	●●●●●●●●●●●●●●●●
Prototyping	●●●●●●●●●●●●●●●●
UX Research	●●●●●●●●●●●●●●●●
Branding	●●●●●●●●●●●●●●●●

SOFT SKILL

Team Working	●●●●●●●●●●●●●●●●
Time Management	●●●●●●●●●●●●●●●●
Project planning	●●●●●●●●●●●●●●●●
Leadership	●●●●●●●●●●●●●●●●
Presenting	●●●●●●●●●●●●●●●●

GERMAN SKILL

Beginner

EDUCATION

- 2017 (MILAN, ITALY)
Domus Academy
Master in Visual Brand Design
- 2007-2010 (BANGKOK, THAILAND)
Silpakorn University International College
Bachelor of Fine Arts (Multimedia Design),
2nd Class Honours

- Birmingham City University**
Visual Communication, *1st Class Honours*

TRAINING

- 2020
Nielsen Norman Group
Effective Ideation Techniques for UX Design
Service Blueprinting
The Human Mind and Usability

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hello

I am a UX/UI and visual designer with 11 years of experience in the design field.

After I graduated (in 2010), I started my own design studio, leading five employees to develop products and marketing materials both in offline and online media.

My career started as a UI and visual designer. I believe that users are not robots, and it is important to understand users' emotions and behavior.

Since I started working in Europe (in 2017), I have realized that it is not all about client requirements and visualization. I have developed myself as a UX designer and gained experience in companies that are research and data-driven-based. I have learned so much more about user-centric design and how to deep dive into problems using variation tools and ideation techniques, combining quantitative and qualitative data to understand user behavior and find solutions.

My experiences working with a wide range of clients such as fintech, automobile, and real estate have given me good exposure to different learnings, and strengthened my time management skills. It has also given me a sense of what is needed to have good planning for the project. I believe that I can handle the most demanding and challenging requirements with high proficiency.

