

## EDUCATION

**Chulalongkorn University** Thailand  
**Bachelor of Architecture** Jun 2021  
in Thai Architecture (Honors degree)

### Awards & Honors:

Certificate of Academic Excellence,  
Full Scholarship, and Ann Nimmanheminn's  
Merit Scholarship for most outstanding  
student in undergraduate research

## SKILLS & CERTIFICATIONS

### Design & Development

#### Research (Qualitative & Quantitative):

User interviews, surveys, contextual inquiry,  
usability testing, and experimentation.

#### Analysis + Strategy:

Identifying trends, insights, and pain points  
to inform design decisions.

#### Prototyping + Wireframing:

Laser cutting, 3D printing, clickable  
prototypes, and paper/wood prototyping.

#### Product Development:

Cross-functional teamwork, end-to-end  
project ownership.

### Technical Skills

Figma, Adobe Creative Suite, SketchUp,  
AutoCAD, Fusion 360, basic Python, HTML

### Certification

- Google UX Design Specialization
- Interaction Design Foundation -  
Gamification Design (top 10% in class)

## COMMUNITY INVOLVEMENT

### Young Southeast Asian Leaders Initiative (YSEALI)

#### Team Leader

Created workshops for families of autistic  
children in Seed for the Future Campaign  
2023, powered by U.S. Embassy &  
Consulate in Thailand

### Stanford Democracy Day 2023

#### Art Director and Design Consultant

Designed graphic materials and provided  
design guidance to student organizers  
(Stanford Thai Club), enhancing impact for  
event communications.

## EXPERIENCE

**Kasikorn Business-Technology Group (KBTG)** Thailand  
**Designer (UX Research and Design)** Jun 2022 - Present

- Directly responsible for the user-centric design and development of financial technologies at Kasikorn Bank (KBank), one of Thailand's largest banks, integrating research insights to validate product concepts, mitigate risks and costs, and optimize both functionality and aesthetics.
- Enhanced user experience and increased retention and satisfaction for **KPLUS**, now adopted by 20+ million users.
- Led UX research and design efforts for **PUNFAI**, a pioneering app enabling P2P solar energy exchange to support Thailand's Net Zero Emissions and clean energy goals.
- Redesigned **KhunThong**, a chatbot serving as a treasurer in private chat groups, which received the **Red Dot Award: Brands & Communication Design 2022**.
- Awards:**  
KBTG Scholarship 2024 – Full scholarship for pursuing a master's degree in the United States and the United Kingdom

### Creative Crews

#### Product Design Intern

Bangkok, Thailand  
Jun 2020 - Aug 2020

- Developed products supporting interior architecture projects at Creative Crews, a multidisciplinary architecture and design firm.
- Designed inclusive play structures for children ages 1.5 to 10, accommodating children with and without disabilities in public child development centers across Thailand.

## PROJECTS & LEADERSHIP

### GlowPlay

#### Co-founder, Head of Design

Bangkok, Thailand  
May 2022 - Present

- Co-founded GlowPlay, a social enterprise supporting autistic children and their families.
- Designed educational games, graphics, and products tailored to the unique needs of autistic children.
- Established an online community through the LINE app to facilitate experience-sharing among parents, along with an educational podcast and digital content to support learning.
- Awards:**  
National Innovation Agency Thailand (NIA) Seed Funding

### Thai Gov Design

#### Team Leader in UX Design

Bangkok, Thailand  
Jun 2023 - Dec 2023

- Led a team of Thai Gov Design, a UX volunteer team supporting the Bangkok Metropolitan Administration, to redesign the reporting flow for the Traffy Fondue app, developed by National Electronics and Computer Technology Center.
- Increased new user interest by 89% through the strategic presentation of success stories.