

Sasicha May Thongkhaoon

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EDUCATION

University of California, Berkeley
Master of Design | Expected Dec 2026

Human-Computer Interaction Design

Awards & Honors:

MDes Distinguished Scholar

Chulalongkorn University

Bachelor of Architecture (Hons) | Jun 2021

Awards & Honors:

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

SKILLS & CERTIFICATIONS

Design

User Experience, User Interface, Interaction
Design, Physical and Digital Prototypes,
Visual/Graphic Design, Wireframing,
Mockups, Data-Informed Design

Research

User Interviews, Usability Testing, Journey
Mapping, A/B Testing, Information
Architecture, Competitor audit, Qualitative/
Quantitative Analysis, Design Strategy

Technical Skills

Figma, Photoshop, Illustrator, SketchUp,
AutoCAD, Fusion 360, basic CSS, basic
JavaScript, HTML, Arduino, 3D Printing

Certification

Google UX Design Specialization

Interaction Design Foundation:

- Gamification Design (top 10% in class)
- AI for Designers (Best in Class)

DESIGN AWARD

Red Dot Award 2022, Germany

Awarded to KhunThong, a chatbot serving
as a treasurer in private chat groups

UX Design Award 2025, Germany

Goode Design Award 2025, Japan

Awarded to MeowJot, Thailand's first
automated cross-bank expense tracking app

EXPERIENCE

Kasikorn Business-Technology Group (KBTG)

UX Designer | Jun 2022 - July 2025

- Designed and developed FinTech products (mobile platforms) for one of Thailand's largest banks, leveraging research to validate concepts, reducing costs and increasing user engagement by over 30% through improved usability.
- Conducted UX research for KPLUS, the leading mobile banking app with 23M+ users, boosting retention and satisfaction for scalability.
- Collaborated with cross-functional teams (engineers, product managers, and business stakeholders) to drive end-to-end UX design for multiple 0-to-1 digital products, using rapid prototyping to align vision and accelerate decision-making.
- Delivered 3 award-winning designs recognized by international juries, strengthening the company's global reputation.

Creative Crews

Product Design Intern | Jun 2020 - Aug 2020

- Designed and prototyped highly scalable, inclusive play structures for children ages 1.5–10, intended as a national model for adoption across 20K+ public child development centers in Thailand.
- Collaborated with architects and designers to develop interior and thoughtful solutions supporting large-scale architecture projects.

PERSONAL PROJECTS & LEADERSHIP

GlowPlay

Co-founder, Head of Design | May 2022 - July 2025

- Co-founded a NIA-funded social enterprise supporting autistic children and their families through design of educational games, products, and platforms.
- Established an online parent community for 200+ families and launched educational content (podcast, blog, digital resources) to foster peer support and accessible learning.

Thai Gov Design

UX Design Team Lead | Jun 2023 - Dec 2023

- Directed a volunteer UX team, partnering with the Bangkok Metropolitan Administration (BMA) to improve Traffy Fondue, a civic reporting mobile application.
- Redesigned the crowdsourced reporting flow for urban issues (e.g., street defects, flooding), accelerating BMA resolution times by eliminating manual, in-field data collection.
- Increased user adoption by driving an 89% growth in new users and a 15% increase in monthly reports (from 26K to over 30K), achieved through a redesign focused on transparency and ease of use.