

Sasicha May Thongkhoaon

Product Designer with 3+ years in FinTech, designing payment and financial products through data-driven research and iterative design.

WORK EXPERIENCE

Kasikorn Business-Technology Group (KBTG) | UX Designer

Jun 2022 - July 2025

- Conducted comprehensive UX research for **K PLUS mobile banking (23M users, #1 in Thailand)** through 50+ user interviews, usability testing, and 120+ A/B tests on payment flows, account management, and financial tools, increasing feature completion rates by up to 45%.
- Led design of **gamified engagement system** (Streak + Widget) for MeowJot expense tracker, increasing DAU/MAU by 10%.
- Collaborated with cross-functional teams to define product strategy for national-scale financial tools, aligning complex payment workflows with business and regulatory requirements.

Creative Crews | Product Design Intern

Jun 2020 - Aug 2020

- Designed **inclusive play structures** for 20K+ child development centers nationwide, incorporating tactile surfaces and sensory elements for children with visual impairments.
- Delivered 3D models and cost-optimized specifications to inform national policy recommendations for inclusive classroom designs

PERSONAL PROJECTS & LEADERSHIP

GlowPlay | Co-founder, Head of Design

May 2022 - July 2025

- Co-founded environmental education social enterprise and **secured 100K+ THB funding** from National Innovation Agency by leading proposal development, go-to-market strategy, and investor pitch.
- Led design of **environmental education board game**, pilot testing with kindergarten students to validate engagement and learning outcomes.

Thai Gov Design | UX Design Team Lead

Jun 2023 - Dec 2023

- Led 8-person volunteer UX team** partnering with Bangkok Metropolitan Administration to redesign Traffy Fondu, a civic reporting app.
- Conducted heuristic evaluation and user interviews with 30 residents, uncovering usability issues in reporting flow that contributed to low completion rates.
- Redesigned reporting experience with photo upload, geolocation, and status tracking features to improve transparency and ease of use. **Drove 89% user growth (180K to 340K) and 15% increase in monthly reports (26K to 30K)** within 6 months.

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EDUCATION

University of California, Berkeley

Expected Dec 2026

Master of Design (Human-Computer Interaction Design)

Award: MDes Distinguished Scholar

Chulalongkorn University

Aug 2016 - Jun 2021

Bachelor of Architecture (Hons)

SKILLS & CERTIFICATIONS

Technical Skills

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), AI Tools, SketchUp, Fusion 360, basic CSS, basic JavaScript, HTML

Design

Mobile & Web Design, UI Design, Interaction Design, Prototyping, Visual/Graphic Design, Wireframing, Accessibility Design, Mockups, Data-Informed Design, Data Visualization

Research

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

Certification

- Google UX Design Specialization
- IDxF Gamification Design (top 10% in class)
- IDxF AI for Designers (Best in Class)

DESIGN AWARDS

Red Dot Award 2022

Winner | Germany

UX Design Award 2025

Nominated | Germany

Goode Design Award 2025

Winner | Japan