

Professional Summary

UX/UI Designer with around 2.6 years of experience crafting end-to-end web and mobile applications across e-commerce, travel, government, and enterprise platforms. Recently, I designed for Lazada Regional Team, creating high-fidelity UI solutions for complex, high-traffic ecosystems. With a strong background in B2C, B2B, and large-scale platforms, I am passionate about making digital products functional, accessible, and delightful.

Experience

Work and Holiday (2026 - Currently)

Melbourne, Australia

- Built strong adaptability, cross-cultural communication, and professional English proficiency through fast-paced international roles in Customer Service, Cashier, and Front-of-House, driven by daily customer engagement and multicultural teamwork.
- Continuously upskilled in UX/UI design through User Experience Design (Future Skills Short Course at RMIT University, preparing advanced expertise for future professional roles.

UI Designer (2025 - 2026)

Lazada, Regional Southeast Asia Team

UI Designer for **Lazada Seller Center** - Marketing Center Domain, driving seller growth, campaign operations, and commercial performance across Southeast Asia.

- A core member of **Lazada Design Studio (LDS) under Alibaba International Digital Commerce Group**, contributing to a regional, international design team composed of members from multiple countries.
- Contributed to the design of key modules, including Campaigns, Promotions, LazFlash, LazLive, LazCoins Discount, Lazada Program, Lazada Lisa AI, and more.
- Designed high-fidelity UI solutions for complex seller tools by applying existing Lazada Design System standards, partnering cross-functionally with Product, UX, Data, and Tech teams to deliver data-driven solutions that balance seller experience with regional commercial growth.

UX/UI Designer (2025)

Perfect Computer Solutions LTD, Thailand

Designed and delivered end-to-end UX/UI solutions for large-scale government and public-sector digital platforms, including:

- **Department of National Parks, Wildlife and Plant Conservation:**
 - National Park E-Ticket:** Designed an end-to-end ticketing platform allowing users to seamlessly search, purchase, pay, and receive QR codes for park entry.
 - National Park E-Service:** Developed reservation systems for accommodations, campsites, meeting rooms, and recreational activities, alongside digital permit application workflows for film shooting, photography, and tourism business operations within national parks.
- **Thai Health Promotion Foundation & The Diabetes Association of Thailand** (E-Learning Platform): Certification-based online learning system for healthcare professionals.
- **Cyber Alert System** (Technology Crime Suppression Division): Public cyber threat notification platform enhancing digital safety awareness.

Led the full design lifecycle from research to high-fidelity UI for web and mobile platforms, collaborating cross-functionally to deliver scalable solutions.

UX/UI Designer (2022 - 2024)
Digital Valley LTD, Thailand

- **TRAViZGO App:** Led the design of the One-Stop Service B2C platform for Tour and Car rental bookings, overseeing the entire user experience, from booking to payment and booking management. Designed interactive banners and integrated additional features to enhance functionality and user experience.
- **TRAViZGO Website:** Designed a responsive B2C travel booking platform for Flight, Tour, and Railway bookings, ensuring seamless usability across Desktop, Tablet, and Mobile devices. Created the full user flow, from booking to payment and booking management, improving the overall user experience across all platforms.
- **Design System:** Developed and maintained a comprehensive design system, defining color schemes, fonts, icons, UI components, and navigation elements to ensure consistency across all platforms and devices.
- **B2C Marketplace:** Led the UX/UI design for a consumer marketplace, focusing on features like login/logout, secure payment systems, user verification, smooth product listings, booking status checks, and cancellation features. Redesigned the UI, improving conversion rates by 25%.
- **B2B Flight Booking:** Designed B2B flight ticket issuing systems for the Thailand Connex project, including multi-user access, invoicing, fare management, and ticketing workflows to improve operational efficiency.
- **NFT Sukjai Smart Travel:** Designed the interface for the NFT Sukjai Smart Travel feature on the TRAViZGO app, a collaboration with Amazing Thailand and Crypto City Connex to promote tourism through digital innovation.
- **UX Strategies:** Implemented marketing strategies such as bonuses, deals, seasonal discounts, exclusive member benefits, and digital features like NFT collectibles and membership cards to boost user engagement and personalization.
- **Logo & Banner Design:** Designed logos, banners, and promotional campaigns, aligning them with the theme or season of each campaign to enhance brand visibility and user engagement.

Skills

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| <ul style="list-style-type: none">• UX/UI Design• Wireframing & Prototyping• Design Systems Development• Usability Testing• UML diagram, Flowchart• Cross-functional Collaboration | <ul style="list-style-type: none">• User Research & Personas• Accessibility & Responsive Design• Figma, Adobe Creative Suite• HTML/CSS (Basic)• Graphic Design• Teamwork, Adaptability and Problem-Solving |
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Education

RMIT University, Melbourne, Australia (2026)
User Experience Design
Future Skills Short Course: Focused on defining user problems, user research, usability testing, and interactive prototyping to build valuable digital experiences.

Mae Fah Luang University , Thailand (2018 - 2022)
School of Information Technology
Major Multimedia Technology and Animation
(2nd Class Honours) with English as a medium of instruction.

Language

- Thai (Advanced)
- Malayu (Advanced)
- English (Intermediate)
- Chinese (Beginner, basic conversation and daily communication)
- Korean (Beginner, able to read basic Hangul)