NANTHAWAN SUWANNAPAN

UX Design Lead

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EDUCATION

Medical Educational Technology

Bachelor of Technology Program
Faculty of Medicine Siriraj Hospital
Mahidol University, 2011-2015
GPA: 3.57/4.00

COURSES

NNG Master certificate in UX 🔗

Hello Design Thinking - IDEO U 🔗

User Research - IDF 🔗

SKILLS

Team Management	Wireframing
Interaction Design	Prototyping
UX Deliverable	User Research
UX Copywriting	Storytelling
Information Architecture	Presentation

TOOLS

Figma	Invision
Adobe Illustrator	UserTesting
Adobe Photoshop	Notion
Adobe XD	Slack
Google Analytics	Mixpanel

EXPERIENCE

Design Lead - Honest Technologies co. ltd

Sep 2021 - Present

• Led design and research to evaluate the Honest credit card mobile application, resulting in a 5% increase in application submissions.
• Moderated design thinking sessions to deliver product solutions that solved users' pain points and created content marketing that attracted people to apply for Honest Card.
• Utilized qualitative and quantitative data to inform decisions, engaging engineers throughout the process to ensure feasibility and alignment with user needs.
• Ensured a seamless omnichannel user experience across all touchpoints, enhancing consistency and user satisfaction.
• Estimated timelines, prioritized tasks, and delegated work to a team of designers, ensuring timely and high-quality project delivery.
• Recruited, onboarded, and assigned tasks to new team members, facilitating smooth integration and optimal team performance.
• Supported team members in achieving career goals and conducted performance evaluations, fostering professional growth and development within the team.

UX Design Specialist/Researcher - Digital Ventures Co., Ltd.

Jun 2018 - Aug 2021

• Collaborated with an agile team to define business goals and develop solutions. Developed wireframes, prototypes, and user interfaces for financial projects.
• Facilitated design thinking workshops and created UX deliverables, including user personas, empathy maps, and customer journeys.
• Planned and led usability testing, reporting results to drive informed design decisions to improve digital platforms.
• Advocated for user-centric design and convinced stakeholders of the benefits of user research.

Graphic, UX/UI Designer - Web Courses Agency

Dec 2015 - May 2018

• Conducted stakeholder interviews to align goals and gather client briefs, providing updates and obtaining approvals.
• Participated in design thinking sessions, utilizing frameworks to define problems and ideate solutions.
• Designed user interfaces, selecting fonts, colors, and components, and created design guidelines for consistency.
• Developed logos, brand guidelines, and corporate identities.
• Collaborated with developers to balance creativity and feasibility within time constraints.
• Estimated project timelines for cost estimation.
• Onboarded and mentored designers.