

Chakrit Prapassaraporn

Product Designer

+66 85 390 1548

chakrit.pra@gmail.com

www.luminnn.com

Bangkok, Thailand

— EXPERIENCE

Arise by Infinitas Co., Ltd.

Squad Lead Jan 2023 - Now

- Lead a team of four to drive UX design initiatives while balancing design strategy with broader business objectives to ensure cohesive and successful product outcomes.
- Oversee the management of six products: Health Wallet, Health Portal, Gold Wallet, MD-eConnect, Corporate Bond Wallet and Bond Wallet.
- Planned and managed team strategies to ensure effective outcomes.
- Consulted and provided design direction for the entire team to enhance usability.
- Collaborated with the team to develop strategies for smoother interactions with other divisions, such as business and development.

Senior UX Designer Jul 2022 - Dec 2022

Health Wallet

- Guide initiatives to enhance usability and optimize user experience flow.
- Improve the payment and reimbursement processes for the Civil Servant Medical Benefit Scheme (CSBMS) and Universal Coverage Scheme (UCS).
- Create and align the appointment booking process on the mobile app with the existing offline flow, ensuring a seamless experience.
- Conduct card sorting exercises to effectively organize and display medical record data.

Health Portal

- Gather and understand the business direction to apply it effectively to the usage flow, focusing on both user experience and user interface.

sFCD (Foreign Currency Deposit)

- Enhance the usability of the transfer process for both local and international transfer.

Principle Healthcare Co., Ltd. (Internal transfer from Medcury Co., Ltd.)

Senior UX/UI Designer Jan 2021 - Jun 2022

- Lead the design for main product, mobile application and back-office website.
- Research and improve current usage flow and work closely with PO for project goals.
- Responsible for information architecture, interaction, visual design, prototyping, and usability testing across mobile and web products.
- Share understanding with developers on implementing design system to use them properly.
- COVID-19 vaccination record tracking and e-certification for mobile application.
- Use quantitative data to restructure a cluttered user interface issue from the latest version for mobile application.
- Create, developed, and maintain a design system.

— EDUCATION

Silpakorn University

Bachelor of Educational and Technology.

— SKILLS

UX

Research & Analysis
User Interviews
User Journey Mapping
Usability Testing
Information Architecture
Wireframes
User Flows
A/B Testing

UI

Interaction Design
Interface Design
Advanced Prototyping
Responsive Design
Typography

Business and Product-related

Product Strategy
Business Analysis
Stakeholder Management
Process Optimization
Data-Driven Decision Making
Prioritization & Roadmapping

— TOOLS

Figma
Maze
Miro
Jira
Adobe XD
Sketch
Zeplin
Invision
Adobe Photoshop
Adobe Illustrator

— EXPERIENCE

Medcury Co., Ltd.

UX/UI Designer Sep 2020 - Dec 2020

- Collaborate with PO to help define product requirements and roadmap.
- Execute the new visual design and work closely with developers to ensure compatibility with Flutter.
- Migrate all designs and flows from Adobe XD to Figma, ensuring usability throughout the overall flow while also improving the file and component structure.

Kerry Express (Thailand) Ltd.

Senior UX Designer Feb 2020 - Aug 2020

- Research and identifying problems of digital products and improve the usability.
- Collaborate with other designers to maintain design consistency and coherence across 3 Kerry products.
- Lead design in multi-disciplinary team to develop new products: Kerry Handheld Drop-Off.

2 3 Perspective Co., Ltd.

UX/UI Designer Jan 2018 - Jan 2020

- Design digital products for both mobile and website.
- Participate in the UX Process from identifying problems, observing and interviewing users, and conducting all research into wireframe for testing.

Yuuzoo Thailand.

UX/UI Designer Apr 2017 - Dec 2017

- Create and maintain the interface design for Yuuzoo's social platform.
- Manage the design of both the website and mobile application to ensure alignment.

Kia Jewelry.

Product Designer Mar 2016 - Mar 2017

- Design a responsive website for the company, including both informational and e-commerce pages.
- Create a jewelry product line featuring rings, pendants, necklaces, and bracelets using Matrix and Rhinoceros.
- Lead the visual representation direction and photograph product packshots for the company catalog and e-commerce website.