

Yanisa Veerathummanoon

UX/UI Designer

Experience

Advanced Info Services Public Company Limited (AIS) | Thailand

Senior Marketing Officer

UX/UI and Products and Services Development

Mar 2022 - Present

- Collaborated with product owner, developers, and marketer to build features that increased customer satisfaction by 10%.
- Revamp website flows and navigation menus, focusing on User-centered design to educate visitor about what we offer, anticipate and answer their questions and explain the benefits and features of the product and services
- Conducted research, determined target group persona, brand strategy and ran a user test.
- Identifying and resolving communication issues within a games, built on rules, require engagement with certain features and mechanic and take players on a journey.
- Conducting design experiments and A/B testing, listening to user feedback and prioritize features that will make a website or app intuitive and accessible to users.

V Group Honda Car Company Limited | Thailand

UX/UI Designer

Marketing Department

Mar 2021 - Feb 2022

- Worked on a variety of projects implementing UX/UI processes, designing beautiful layout and developing responsive designs.
- Fostered collaboration and consistency across teams by working closely with founders, marketers, developers, and engineers to enhance customer satisfaction.
- Created an elegant digital solution that combines a set of integrated product to form a complete suite for HRM, which was very well received by users.
- Designed static and animated infographics to create fun, entertaining, and engaging product videos.
- Designed mascots to represent the company and engage their users.
- Modified the showroom for efficient utilization of interior spaces without compromising on beauty or value.

House Development co., Ltd | Thailand

UX/UI Designer | Interior Design

Marketing Department

Mar 2021 - Feb 2022

- Gathering and evaluating user requirements, and collaborating with marketing manager and engineers.
- Crafted a real estate website that gave visitors an impression and inspired them to take action, resulting in a 25% increase in web traffic
- Developed user flows, wireframes, and prototypes for the website that resulted in a streamlined user experience
- Created a style guide for the website that ensured consistent branding across all pages.
- Designed and decorated a showroom to create a functional, safe and aesthetically pleasing space by assessing space requirements, determining optimal furniture placement, and selecting decorative items.
- Successfully managed a 100K baht budget while sourcing high quality furnishings that met the needs of the client.
- Created an inviting atmosphere that drew in potential customers and resulted in increased sales by 10%.

BeTask Consulting Co., Ltd.

UX/UI Designer

Marketing Department

Mar 2021 - Feb 2022

- Conducted user research to identify problems in the complex industry of automobiles which led to a 5% increase in customer satisfaction.
- Identified and solved various design problems through employee talks which resulted in a 10% increase in efficiency.
- Created intuitive, user-friendly interfaces for a web application with 10k monthly users, resulting in a 5% decrease in customer support requests.
- Designed an ecommerce website that increased conversion rates by 3%.
- Created workflows and interfaces for a new product, which were validated through iteration.
- Collaborated with multiple roles, such as engineering and product management, to drive alignments.

The Monk Studio | Thailand

Intern

CG Department

Jun 2016 - Jul 2016

- 3D Shading | Lighting | Rendering | Compositing

Contact

Nicveerathummanoon@gmail.com

(+66) 82-451-8338

<https://www.nisaway.com/>

Education

MA in Interior Design

Nuova Accademia di Belle Arti Milano | Italy

Sep 2018 - July 2020

Relevant courses: Interaction Design; Materials and Technologies; Light Design; Design Management; Exhibition Design; Interior Design; Brand Design; Multimedia Design

BFA in Computer Generated Imagery

Assumption University | Thailand

Jun 2013 - May 2017

Relevant courses: Introduction to Business; Principle of Marketing; Managerial Psychology; Japanese for Beginner I; Color theory; Aesthetic; Animation Concept & Story Telling; Cinematic Lighting & Rendering

High School in Business Department

Ramkhamhaeng Advent International School | Thailand

Aug 2010 - Jan 2013

Relevant courses: Introduction to Business; Economic; Marketing; Management; Accounting

Skills

Design

UX Research; User Interaction Design; Personas; Storyboard; Roadmap; Diagram; Wireframing; Prototyping; Journey mapping; Motion; Illustration

Software

Figma; Illustrator; Photoshop; Indesign; Rhinoceros; Sketchup; Premiere Pro; After Effect

Workskills

Team Player; Communication; Project Management; Problem Solving Capabilities; Result Oriented Focus

Language Skills

Thai; English

Activities

The Design Marathon#7 (Unexpected Communication)

Collaboration between NABA & Mitsubishi Electric

15 - 16 June 2019

Nuova Accademia di Belle Arti Milano, Italy

Zyce: Art Thesis Exhibition

Secretary/ Location Finder

Sep 2017

Thesis Exhibition of VCD & CGI Student from Assumption University Bangkok Art & Culture Centre, Thailand

Service Learning Community Service

Title: Lessons of New Generation Scientist

Sep 2017

Social Responsibility at Wat Saothong Klang School, Thailand

Honors & Awards

1st Place: High school level in Website Design Contest

Ramkhamhaeng Advent International School

2013

1st Place: High school level in Website Design contest. Marking the ICT Emphasis Week Entitled: Digital Citizenship