

Chotika Sopitarchasak

UX/UI Designer

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EDUCATION

BACHELOR OF FINE ARTS

King Mongkut's University of
Technology Thonburi, Thailand
2006 - 2009

CERTIFICATION

UX WRITING

UXCel, 2023

UX DESIGN FOUNDATIONS

UXCel, 2021

UX/UI BOOTCAMP

Skooldio, 2021

GAMIFICATION DESIGN

Thammasart Design Center, 2021

DESIGN THINKING:

THE BEGINNER'S GUIDE

Interaction Design Foundation, 2021

SKILL

Design

Visual Design, Wireframing, Prototyping,
Design System, Responsive Design

Research

Design Thinking, Design System,
Information Architecture, Affinity
Diagrams, Usability Testing, User Flow

Toolkit

Figma, Adobe Suite (Photoshop,
Illustrator, Indesign), Jira, Miro, Slack,
Lookback, Optimal Workshop

Language

Thai (Native), English (Advance/C1)

EXPERIENCE

SENIOR INTERACTION DESIGNER

Adirek & CO | Thailand (Remote) | January 2024 - Now

- Lead the design and development of interactive UI/UX solutions for the digital transformation, working with a client in Thailand's leading bank.
- Collaborate closely with stakeholders to gather requirements, define user needs, translate business goals into user-friendly wireframes and flows.
- Working with other designers to ensure designs are implemented accurately and meet project deadlines.
- Create a comprehensive design system, including components, variants, and documentation, ensuring consistency across all digital products.
- Delivered pixel-perfect high-fidelity designs, maintaining visual consistency and accessibility across different screen sizes.
- Wrote clear, concise, and user-friendly UX copy for digital interfaces to enhance usability and guide users effectively through complex interactions.

PRODUCT DESIGNER

Ascend group | Thailand (Hybrid) | April 2023 - October 2023

- Designed the Gold saving feature for True Money's user experience and user interface. **There are 100,300 accounts have been created**, since it started in December 2023.
- Conducted user interviews and usability testing sessions to gather insights and validate design decisions.
- Collaborated closely with product managers, and stakeholders to define product requirements and business needs to create intuitive and engaging user experiences.
- Created wireframes, prototypes, and high-fidelity designs using Figma.
- Mentored junior designers, providing guidance and feedback to foster their professional growth.

UX/UI DESIGNER

Data Wow co Ltd., | Thailand (Remote) | October 2021 - February 2023

- Designed a flow to address the issue of users being unable to find documents. **After implementing the redesigned flow, the problem was reduced by 90%.**
- Collaborated with cross-functional teams, including developers and product owners, to ensure that designs were implemented correctly, met project timelines, and design solutions met both business and user needs.
- Designed a comprehensive Design System.
- Produced UX writing guidelines and microcopy that improved user comprehension and reduced friction within the product.
- Assisted in the development of marketing materials and brand collateral to support the product's launch.

UX/UI DESIGNER (INTERNSHIP)

Storius Limited | Hong Kong (Remote) | March 2021 - May 2021

- Designed various screen flow for mobile application by applying the Gamification principle in to the design.