

# Phirawat Chansajcha

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## Summary

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Multidisciplinary UX/UI Designer with **8 years of digital product design experience** and **5 years of leadership experience** across banking, SaaS, marketplace, and web platforms. Strong in UI design, product collaboration, and design delivery, with an engineering background that helps bridge design and technology teams. Experienced in leading a 25-person UX/UI squad for a large-scale Virtual Bank project, focusing on team operations, delivery coordination, stakeholder alignment, and workflow improvement.

## WORK EXPERIENCE

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### Arise by INFINITAS Co.,Ltd - *Virtual Bank*

#### - Squad Lead, Senior Associate UX/UI Designer (Full-time)

Apr 2024 - Present

- Built and led a 25-person UX/UI design squad for a large-scale Virtual Bank project, setting up team operations, delivery routines, and collaboration processes from the early stage of the project.
- Managed workload planning, task distribution, and delivery coordination across multiple design workstreams, helping the team navigate timeline pressure, resource constraints, and shifting priorities.
- Acted as the cross-functional coordinator for a Virtual Bank project, working closely with product and IT teams, leveraging my UI design expertise and engineering background to resolve delivery blockers, clarify feasibility, align priorities and translate timeline constraints into clear actions for designers.
- Supported product discovery and decision-making by helping the team frame user problems, evaluate solution directions, and balance customer needs, business requirements, and technical constraints.
- Coordinated design handoff with engineering teams by preparing clear specifications, reviewing implementation details, and supporting issue resolution before release.
- Collaborated with other Squad Leads and Head of Design on organizational level improvements to the UX/UI team operations and initiatives that solved larger team problems.
- Contributed to building an internal AI agent for the organization's UX/UI team to facilitate workflow automation, reduce repetitive workload for designers, and enhance overall team efficiency.

### Wawa Service and Marketing Group Co., Ltd. - *SaaS and Marketplace Platform*

#### - Lead UX/UI Designer (Full-time)

Aug 2022 - Mar 2024

- Managed the Product team by aligning the team's work process with the company's vision, allocating responsibilities to each member, taking the lead in the product discovery process, monitoring the team's progress, and evaluating the final outcomes.
- Led the Design team by supervising and evaluating the overall design output, offering constructive feedback, and providing guidance to enhance team performance.
- Conducted user research to identify needs and pain points through Continuous Interviewing, converted them into Opportunity Solution Tree, and performed Usability Test on target users.
- Collaborated with Software Engineers to design wireframes, develop prototypes, and verify functionality before an actual deployment.
- Coordinated cross-team efforts, resolving minor bugs, measuring product performance via Google Tag Manager and Google Analytics, and organizing the recruitment of designers.

### Concept Reach Co., Ltd. - *Software Agency*

#### - Lead UX/UI Designer (Full-time)

Aug 2020 - Aug 2022

- Directed Design team-client collaborations, handling requirement discussions, task delegation, website project deliveries, and supporting client onboarding.
- Managed the Design team by overseeing and assessing the design outcomes, delivering valuable feedback, and offering guidance to improve team effectiveness as a whole.

- Created website mockups in Figma, in accordance with client requirements and brand identity, then built a responsive website using Webflow as per specifications.

**- UX/UI Designer (Freelance, Project-based)**

**Sep 2018 - Aug 2020**

- Teamed up with the product manager to design product features and created Figma prototypes based on system requirement specifications.

**VenueE Co., Ltd. - Performance Marketing Agency, previously Marketplace Platform**

**- Web Designer (Part-time, Project-based)**

**Jan 2021 - Present**

- Designed website mockups in Figma based on client's requirement specification and brand identity, and developed a responsive website using Webflow accordingly.

**- Product Designer (Part-time)**

**Aug 2018 - Jan 2021**

- Worked closely with Software Developers on designing product features, and developed prototypes using Figma according to business needs.

**- Business Development (Internship)**

**Jun 2018 - Aug 2018**

- Analyzed the company's current product and compared it with competitors in order to come up with ideas for further improvements or suggest an entirely new feature.

**EDUCATION**

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**Chulalongkorn University - International School of Engineering**

Bangkok, Thailand

*Bachelor of Engineering, Information and Communication Engineering*

2016 - 2020

GPAX: 3.28, Second-Class Honors

**Triamudomsuksa School**

Bangkok, Thailand

*Science - Mathematics - Management Major*

2012 - 2016

**CERTIFICATES & COURSES**

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**Intro to Agentic AI and N8N Workflow Automation**

2025

**Management & Coaching for Leader**

2024

**OKR Workshop**

2024

**ISO/IEC 29110 Individual Training Certificate of Completion**

2023

- Project Planning and Management
- Project Assessment and Tracking by tools
- QA process and Traceability

**DESIGN PORTFOLIO**

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[www.davephirawat.design](http://www.davephirawat.design)

**SKILLS & INTERESTS**

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**Designing:** Figma (Expert), Webflow (Expert)

**AI Tools:** Figma Make, N8N Agentic Workflow, GPT Image, Varoriya AI

**Programming:** HTML, CSS (Lower-Intermediate), Java, Android Studio, MVC Model, Javascript

**Tracking:** Google Analytics & Google Tag Manager (Intermediate), Microsoft Clarity, Hotjar

**Working Tools:** Excel (Intermediate), Microsoft 365, Google Suite, ClickUp, Asana, Discord, Slack

**Languages:** Thai (Native), English (Proficient), Mandarin Chinese (Conversational)

**Interests:** DesignOps, US Stock Investment, EV cars, Agentic AI, Twitter Designer Community,

Low-code/No-code development, Gaming, Craft Beer, Music Bar, Party, Chinese Food, Tsukemen