

Phirawat Chansajcha (Dave)

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Summary

Product Designer with 8 years of experience across banking, marketplace, and SaaS platforms, with experience on both halves of the process — defining what to build and why, and translating an established product vision into detailed, high-craft interfaces. Currently owns end-to-end design for CLICX Virtual Bank, from requirement analysis through UI design and developer handoff. Earlier, led product discovery through continuous user interviews, opportunity mapping, and usability testing, and measured outcomes via Google Analytics, GTM, and Hotjar. Engineering background supports close work with development teams on feasibility. Led a 25-person UX/UI squad on the same project; now focused on hands-on product design.

WORK EXPERIENCE

Arise by INFINITAS Co., Ltd. (Krungthai Bank group) — *CLICX Virtual Bank*

• Senior UX/UI Designer (Associate Director level), previously UX/UI Squad Lead Apr 2024 - Present

- Led end-to-end design for lending features on CLICX's mobile banking app — debt restructuring, device financing loan management, and the device financing acquisition page — from requirement analysis through user flows, interaction design, UI, prototyping, and developer handoff.
- Work with Product Owners and Business Analysts to clarify requirements and user needs, challenge and compare solution options, and define the experience before moving into UI design.
- Deliver mobile interfaces covering all states, edge cases, and error handling, and work with engineers through implementation to make sure builds match the design before release.
- Validated flows through concept and usability testing with internal proxy users, drawing on existing research from Krungthai's consumer products (Paotang, Krungthai NEXT) where features and business goals overlapped, within banking confidentiality constraints.
- Built and led a 25-person UX/UI squad from project kickoff through the bank's June 2026 launch, establishing design workflows, review routines, and cross-team working practices.
- Helped the team frame user problems and ideate solution directions, balancing customer needs, business requirements, and technical constraints.
- Served as the design-side counterpart to product and IT leads, using UI expertise and an engineering background to resolve delivery blockers and clarify feasibility.
- Tested and quality-assured an internal AI agent built for the organization's UX/UI team to automate repetitive design workflows.

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

• Lead UX/UI Designer

Aug 2022 - Mar 2024

- Owned the full product cycle for MyWaWa, a B2B wholesale ecommerce marketplace, and an ERP web platform for Thai manufacturers — defined what to build and why, set product direction and roadmap, then designed and shipped it.
- Redesigned the MyWaWa homepage and purchase flow, reducing homepage bounce rate from 60% to 45% and improving click-through conversion into the purchase flow.
- Ran continuous user interviews to surface needs and pain points, mapped findings into an opportunity solution tree to decide what to work on, validated solutions through usability tests, and tracked performance after launch with Google Analytics and Google Tag Manager.
- Designed wireframes, interactive prototypes, and final UI for both platforms, working with software engineers to confirm feasibility and check functionality before deployment.
- Reviewed design output across the team, giving feedback and direction to keep quality and consistency high.

Concept Reach Co., Ltd. - Software Agency

• Lead UX/UI Designer

Aug 2020 - Aug 2022

(UX/UI Designer, freelance, Sep 2018 – Aug 2020)

- Led client projects from requirement gathering through delivery, designing website mockups in Figma to client brand guidelines and building responsive sites in Webflow.
- Designed product features and Figma prototypes from system requirement specifications, working alongside product managers.

VenueE Co., Ltd. - Performance Marketing Agency (previously Event Venue Marketplace Platform)

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

Jan 2021 - Present

(Product Designer, part-time, Aug 2018 – Jan 2021)

- Design responsive website mockups in Figma to client requirements and brand identity, and build them in Webflow.
- Previously worked with software developers on product features and Figma prototypes for the marketplace platform.

SKILLS & INTERESTS

Designing: Figma (Expert), Webflow (Expert), prototyping, design QA, Design System, Design Token

Research & Data: User interviews, usability testing, opportunity solution trees, Google Analytics, Google Tag Manager, Hotjar, Microsoft Clarity

Technical: HTML, CSS, JavaScript; engineering background supports close collaboration with IT teams

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

Languages: Thai (Native), English (Professional working proficiency), Mandarin (Conversational)

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

Interests: DesignOps, Agentic AI, low-code/no-code development, travel, US stock investment

EDUCATION

Chulalongkorn University - International School of Engineering

Bangkok, Thailand

Bachelor of Engineering, Information and Communication Engineering

2016 - 2020

GPAX: 3.28, Second-Class Honors

CERTIFICATES & COURSES

Intro to Agentic AI and N8N Workflow Automation

2025

Management & Coaching for Leader

2024

OKR Workshop

2024

DESIGN PORTFOLIO

www.davephirawat.design