

Nathamon Wajirapornpongsa

Senior UX/UI Designer | Design System | Mobile & Web Design | 7 Years in Tech

Email nathamonwa@gmail.com

Portfolio <https://nathamonwa.com>

Phone [\(+61\)431 085 583](tel:+61431085583)

LinkedIn <https://linkedin.com/in/nathamonwa>

Dynamic UX/UI Designer with a strong track record in product development and user experience. Led a product launch that boosted new users by 300% and improved conversion rates by 3.2%. Developed a Design System for 10+ designers, enhancing efficiency, and streamlined component handoffs for seamless developer collaboration.

Experience

Senior UX/UI Designer AXONS (CPF IT Center Co., Ltd) 05/2023 - 08/2025

- Designed UX/UI solutions that improved usability, achieving an average System Usability Scale score of 75%.
- Strengthened squad collaboration, contributing to a Customer Satisfaction score of 4.5.
- Developed a standardized design spec component for an 8-member team, enhancing handoffs and efficiency.
- Mentored UX/UI interns for 3 months, refining their skills and gain hands-on experience in real-world projects.

UX/UI Designer Lotus's (Ek-Chai Distribution System Co., Ltd) 08/2021 - 08/2022

- Developed a first-of-its-kind product in Thailand, tackling workflow and user persona challenges. Analyzed 10+ competitors to identify gaps and create a more tailored solution.
- Designed 6 diverse products across mobile, tablet, and web, catering to both external and internal users.
- Collaborated with lead to develop internal Design System, ensuring seamless integration.

UX Strategist CJ WORX Co., Ltd 04/2021 - 05/2021

- Applying psychology-driven principles to craft intuitive and impactful UX/UI designs.
- Developing prototypes and presenting solutions directly to clients with confidence.

UX/UI Marketing CRC Sports (Central Retail Corporate Co., Ltd) 11/2019 - 03/2021

- Redesigned the Supersports website UX/UI to enhance user accessibility and streamline product discovery.
- Created a data-driven strategy using Google Analytics to optimize product display and boost conversion rates.

UX/UI Designer & Developer & Marketer FastShip (CloudCommerce Co., Ltd) 10/2017 - 10/2019

- Conducted competitor analysis to enhance UX/UI design and developed the frontend of the product, which successfully raised funding and secured an investment of 10 million THB.
- Analyzed data from Google Analytics to improve the product, resulting in a new high conversion rate of 3.2.
- Implemented SEO, SEM, and Google Ads strategies to enhance product visibility and improve search rankings. These efforts resulted in a significant increase in user acquisition, driving a 300% growth in new users.

Web Developer Mono Group (Mono Info System Co., Ltd) 06/2017 - 09/2017

- Developed a content management system for the Mono website, streamlining content organizations.
- Developed a movie search system using Elasticsearch to ensure accurate and efficient search results.

Skills

- Figma Expertise (Auto Layout, Variables)
- Structure of a Design System
- Design specification in technical language
- Design software proficiency
- Comprehensive user research
- User-centric design principles
- User testing and feedback analysis
- Brand development and design language
- Cross-functional collaboration
- Management and coaching

Education

Bachelor of Engineering in Computer Engineering (ITE) 06/2013 - 05/2017

King Mongkut's Institute of Technology Ladkrabang