

Nice

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

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Work Rights Full working rights (Subclass 462) - Seeking Employer Sponsorship (Subclass 482 TSS)

Senior UX/UI Designer with 7 years of experience delivering user-centric digital products across mobile and web platforms. Proven track record in Design Systems, Design Thinking, and cross-functional collaboration within Agile environments. Led a product launch that drove 300% growth in new users and improved conversion by 3.2%.

Experience

Career Break Sydney, Australia 08/2025 - Present

- Relocated to Sydney, actively seeking Senior UX/UI Designer opportunities with employer sponsorship

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.

English Language Studies & Freelance UX/UI Design Sydney, Australia 09/2022 - 04/2023

- Relocated to Sydney for English language studies to prepare for an international career transition.
- Designed end-to-end UX/UI for KnightFlats, a property discovery web platform, collaborating with 2 developers from concept to handoff, including a full design system and admin panel.

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 Digital Agency (CJ WORX Co., Ltd) 04/2021 - 05/2021

- Applied psychology-driven principles to craft intuitive and impactful UX/UI designs.
- Developed prototypes and presented 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.

Skills

Design Tools Figma (Auto Layout, Variables), FigJam, Adobe Suite

Research & Testing User Research, Usability Testing, Feedback Analysis

Methods Design Thinking, Design System, Wireframing, Prototyping

Deliverables Design Specification, Brand Development, Design Language

Frontend HTML, CSS, JavaScript, Bootstrap

Soft Skills Cross-functional Collaboration, Stakeholder Management, Mentoring & Coaching

Education

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

King Mongkut's Institute of Technology Ladkrabang