

# Jakkrit Sapsiridet

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## Product Designer

Product Designer with 5 years of experience. I don't just design screens; I build systems. From complex dashboards and Webflow websites, I bridge the gap between design and code to take projects from messy ideas to launched products.

## KNOWLEDGE AND IMMERSION

Webflow

Figma

Design Systems

Team Management

Mentorship

Project Management

Adaptability

Client Communication

## EXPERIENCE

### UX/UI Designer @ SELLSUKI : Full-time

- **Spearheaded Multi-Brand Design System:** Built a scalable design system from scratch using Figma Variables to support 3+ products. This unified the visual language across the ecosystem and optimized workflows for a lean developer team.
- **Strategic UI Refactoring:** Modernized legacy products like BandsScanner by transitioning to shadcn/ui. This "code-first" approach bridged the gap between design and development, significantly reducing technical debt and delivery time.
- **AI & Design Automation:** Led the Ch-Erawan project by leveraging AI tools (Relume) to accelerate sitemapping and wireframing. I am currently expanding this efficiency by exploring workflow automations (Figma/Make) to further eliminate repetitive tasks and speed up delivery.

🕒 July 2023 - Present

### Product Designer @ The Existing Company : Full-time

- **Lead Designer for Kaikong.live:** Designed the entire ecosystem for a live commerce platform—including Web App, Landing Page, and marketing assets—collaborating with Vrich on backend features like "Sale Link" to ensure seamless functionality.
- **End-to-End Webflow Development:** Designed and built responsive websites from scratch for clients like Vrich and ADAstra Agency, handling everything from layout to final launch without relying on developers.
- **Mentorship & Collaboration:** Mentored junior designers through design reviews to foster growth, while managing client timelines and working with cross-functional teams to iterate solutions quickly.
- **Corporate Web Design & CEO Collaboration:** Worked directly with the CEO to redesign 'The Existing Company' official website, translating the business vision into a fully functional Webflow site.

🕒 Sep 2021 - May 2023 1 yr 10 mos

### UX/UI Designer @ Yes Web Design Studio : Full-time

- **Delivered End-to-End Client Solutions:** Designed and launched user-centric websites for key clients like Appman and Dusit Thani College and many more translating business requirements into clear site maps, user flows, and interactive prototypes using Adobe XD.
- **Technical & Developer Collaboration:** Collaborated closely with developers to ensure design feasibility within WordPress constraints, effectively balancing visual
- **Management:** Established and maintained a library of reusable UI components, which accelerated iteration cycles and ensured visual consistency across various client projects.
- **WordPress & Plugin Strategy:** Designing within the WordPress ecosystem by understanding plugin architectures. I learned to adapt designs to fit plugin constraints and collaborated with developers to customize standard plugins, ensuring the final UI looked unique and professional.

🕒 Oct 2020 - Jun 2021 9 mos

## EDUCATION

### Srinakharinwirot University Computer For Communication

B.S. in Computer for Communication Innovation.

- Focus: UX/UI Principles, Web Development (HTML/CSS), and Software Development.

🕒 Aug 2016 - May 2020

## Interests

- Board Games: Strategy and logic enthusiast.
- No-Code Technology: Passionate about pushing the limits of Webflow.
- Fitness & Music: Keeping the energy high and the mind clear.