

Aphisith Ghogar

Senior Product Designer

Details

Address:

Bangkok
Thailand

Phone:

+6690 961 9353

Email:

Aphisithghogar@gmail.com

Nationality:

Thai

Links

My Portfolio:

[Sithstudio.com](#)

Skills

Generative AI

Figma

HTML & CSS

Adobe Creative Suite

Storyboarding

Design Thinking

Prototyping

User Research

Competitive Analysis

Heuristic Evaluation

Design Systems

Complex Sitemaps

Languages

English - Native

Thai - Professional

Punjabi - Communicational

Hobbies

Archery, Reading, Chess, Badminton,

Photography, Baking, Hiking

Profile

Senior Product Designer with extensive experience designing and delivering user-centered digital products from concept to launch. Skilled in translating **complex problems into scalable solutions** through product thinking, design systems, and close collaboration across cross-functional teams. **Leverages Generative AI to accelerate** research, ideation, documentation, and design workflows, enabling faster iteration while maintaining high-quality user experiences. Known for combining **strategic thinking** with hands-on execution to deliver measurable business and user outcomes.

Employment History

Senior Experience Designer, IBM

Bangkok

Jan 2025 — Dec 2025

- **Led end-to-end product design** across banking initiatives, using Generative AI to accelerate research, ideation, and documentation.
- **Partnered closely with clients and cross-functional teams** to shape proposals, clarify requirements, and define scope, ensuring alignment from discovery through delivery.
- **Mentored and coached mid-level and junior designers**, on design systems, best practices, and AI-assisted workflows to improve team productivity.
- **Designed and scaled design systems** from small product teams to enterprise environments, applying atomic design principles to enable consistency, efficiency, and long-term scalability with the help of AI-assisted documentation.

Senior Product Designer, Seven Peaks Software

Bangkok

Jan 2024 — Dec 2024

- **Led product design across diverse client projects**, rapidly adapting to different industries, problem spaces, and delivery timelines.
- **Contributed to client proposals and project scoping**, translating early-stage requirements into clear design direction and feasible delivery plans.
- **Trained and supported designers** in adopting modern design tools, workflows, and emerging industry trends to improve team effectiveness.
- **Created and maintained design systems** for small to large-scale products, applying atomic design principles to ensure consistency and scalability.

Senior Team Lead - Product Design Lead , Cars24

SEA - Thailand

Jul 2023 — Dec 2023

- **Improved the end-to-end design process** with a strong focus on collaboration between product managers, engineers, and designers to increase alignment and delivery efficiency.
- **Defined a structured plan to evolve the existing design system**, improving consistency, usability, and scalability across the product.
- **Leveraged product and user data** to inform design decisions, driving improvements in conversion rates and overall user engagement.

Product Designer, Morphosis (Part of Seven Peaks Software)

Bangkok

May 2021 — Jun 2023

- **Designed digital products using design thinking methodologies**, defining clear problem statements and delivering human-centered, innovative solutions.
- **Conducted user research, designed user flows, and crafted user interfaces**, translating insights into intuitive and effective product experiences.
- **Delivered work for high-profile clients** across finance, insurance, and consumer sectors, including **JP Morgan, G-Able, Singha, and Prudential plc.**

Ux / Ui Designer, Delicious Vfx

Bangkok

Apr 2020 — May 2021

- **Designed marketing and interactive web experiences** enabling clients to visualize custom rims on a wide range of car models through JF Network's rim configuration platform.
- **Collaborated with international product managers and developers** to clarify requirements and deliver design solutions across multiple web projects

Education

Bachelors of technology, Bangkok University International

Bangkok

Aug 2015 — Nov 2018

- Majored in Computer Graphics and multimedia and graduated GPA of 3.6 (First Class Honor)

Courses

Corporate Banking Industry Foundations, Primerli

Jan 2025 — Jan 2025

Banking Industry Foundations, Primerli

Jan 2025 — Jan 2025

User Experience Design, Design School Asia

Oct 2021 — Dec 2021

Web Design for Professional, Web Courses Bangkok

Feb 2019 — Apr 2019