Thadchai Kiatsuranon

I am a Product Designer with four years of experience designing scalable digital platforms at the intersection of systems thinking, creator ecosystems, and operational workflows. I focus on turning complex data structures and fragmented multi-sided pipelines into clear, durable, and intuitive products.

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Skills

Design & Systems:
Design Systems & Tokens
User Journey Mapping
Rapid Prototyping
Information Architecture
Complex HUD / B2B SaaS

Research & Discovery:
Contextual Inquiry
Usability Testing
Heuristic Evaluation
User Interviews
Handoff & Edge-Case Specs (Notion)

Tools:
Figma
Adobe Creative Cloud
Webflow
Notion
Miro
Jira
HTML/CSS (Understanding)

Work Experience

Freelance Sep 2025–Present

Product & Systems Designer

- Led UX architecture and tactical HUD design for a complex 4X turn-based strategy game ahead of its public Steam beta.
- Restructured multi-layered empire management menus, reducing cognitive clutter and improving real-time tactical feedback for players.
- Built and documented a scalable design system in Figma to ensure UI consistency across upcoming playable factions.

Hato Hub May 2023–Jul 2024

Product Designer & Design Systems Lead

- Architected omnichannel QR dine-in and LINE delivery flows for enterprise restaurant chains including Bar B Q Plaza, SEEFAH, and Shinkanzen.
- Built and maintained a centralized, tokenized design system in Figma with multi-language support (Thai/English), cutting engineering handoff and QA regression cycles.
- Conducted on-site contextual inquiries at high-volume restaurant branches, designing the deferred "Eat Before Pay" operational model and opt-in card checkout flows.
- Partnered with in-house UX researchers to design predictive CRM dashboard concepts and RFM segmentation tools grounded in interviews with 23 enterprise operators.

Earthshine Games May 2022–Apr 2023

Product Designer

- Designed the end-to-end UX/UI for the Oriverse creator marketplace, bridging web-based asset discovery with direct game editor integration.
- Mapped multi-entity search journeys across games and creators, and structured interactive 3D asset inspection workflows.
- Established a modular dark-mode component library, streamlining collaboration across front-end developers and 3D engine engineers.

Freelance Jun 2021–May 2022

UX/UI Designer

- Redesigned internal operational software for an industrial manufacturer, translating legacy spreadsheet workflows into standardized digital interfaces.
- Partnered directly with floor operators, business owners, and engineers to validate efficiency improvements and user adoption.

Vimi.co · Internship Apr 2020–Jul 2020

UX/UI & Brand Design Intern

- Designed interactive high-fidelity prototypes and user journeys for client-facing B2B platforms.
- Managed design handoff specs and ran front-end QA testing alongside developers to ensure responsive fidelity across viewports.

Education

Royal College of Art 2024–2025

MA, Information Experience Design

Chulalongkorn University 2017–2021

BA, Communication Design

(First Class Honours)