

## EXPERIENCE

### GRADUATE ASSISTANT FOR BRAND AND MARKETING

New York University | Office of Global Inclusion  
New York, New York | Jan - June 2020

- Create brand and marketing content for OGI's campaigns on both online and offline platforms, including website updates, logos, swag items, newsletters, signages, presentations, video content, and Instagram posts and stories
- Collect and analyze OGI's social media analytics in order to help the team strategize social plans for campaigns

### PRODUCT DESIGN SPECIALIST

LQID | Social Banking Platform for UK Market  
Bangkok, Thailand | Feb - Aug 2019

- 6-month contract job, done during gap time before starting grad school, to redesign LQID's mobile app
- Led the redesign process of LQID v2 app with a team of three designers and the Managing Director
- Implemented design strategies to improve the usability and customer experience of the LQID products, including proactive and personalized home feed for users
- Conducted three UX workshops for internal teams of roughly 10 employees and put in place new UX processes that focused on user research and feature validation
- Created the first LQID Design System

### RETAIL DESIGN PROJECT MANAGER

Pomelo Fashion | Omnichannel Fashion Retailer  
Bangkok, Thailand | Jan - Aug 2018

- 6-month contract job to strategize Pomelo's retail strategy
- Conceptualized the first Pomelo retail store designs for two different types of retail models: omnichannel (online to offline) and showrooms
- The omnichannel model is currently being rolled out throughout the in Thailand and Singapore, with significant increase in online to offline conversions
- Managed the retail design process, coordinating between the interior designers and contractors
- Managed the construction contractor bidding process
- Oversaw the construction process of the first four stores

### TEACHING ASSISTANT

Chulalongkorn University | Architecture School  
Bangkok, Thailand | Sep 2017 - May 2018

- Assisted and oversee students as a fabrication lab technician at the International Program in Design and Architecture Lab
- Lectured classes of roughly 20 students on the CNC machine and 3D printers
- Gave one-on-one training and critiques on student projects

### VISUAL DESIGN TEAM LEAD

Pomelo Fashion | Omnichannel Fashion Retailer  
Bangkok, Thailand | Dec 2014 - Sep 2017

- Formed the Visual Design team and its workflow as one of the first designers in the company
- Hired, trained, and managed a team of four designers
- Set product design goals with CEO and VP of Engineering
- Created and oversee aesthetics of the brand and its marketing materials by strategically implementing images, colors, fonts, and other elements, both online and offline
- Designed new and updated features for the Pomelo website with goals of increasing conversion rate while keeping a consistent brand image
- Created UX strategy and UI designs for Pomelo iOS app
- Managed the visual layout of Pomelo's Instagram account and grew engagement and followers from roughly 4,000 followers to 130,000 in three years
- Assisted with company's brand and art direction changes throughout two different rebrandings
- Shot and edited videos for behind-the-scenes and cover stories on celebrities

## SKILLS

- Management
- Design Thinking
- Brand Building
- Digital Design
- Physical Design
- User Experience
- User Interface
- Adobe Suite
- JavaScript, C++, C#
- Prototyping
- Fabrication
- 3D Modeling

## EDUCATION

### NEW YORK UNIVERSITY (NY)

Masters of Professional Studies  
Interactive Telecommunications Program  
Sep 2019 - May 2021

### CHULALONGKORN UNIVERSITY (TH)

Bachelor of Science  
Architectural Design  
Aug 2010 - May 2014