



With 9 years of work experience before transitioning to UX/UI Design, I previously worked in Graphic Design and Digital Marketing. During my time with a Software House, I developed an interest in website design and honed my design skills and customer needs analysis to create user-friendly products that require minimal learning time.

## Profile

Natthaya Kraithaisongcharas (Sine)

Date of Birth: 22 Dec 1991

### **King Mongkut's University of Technology Thonburi (KMUTT)**

Bachelor of Applied Computer Science - Multi Media (CMM), Faculty of Industrial Education and Technology, GPA 2.73  
2010-2014

## Skill

### **Design**

Website & Responsive Design

Mobile Application

Admin Dashboard

Presentation

Social Media Graphics

Email Marketing

### **UX Process**

Survey, Design Planning

Information Architecture

User Journey, User Flow

Wireframe, Site Map

Style Guide, Framework

UI Design & Prototype

Test & Get Feedback

### **Tools**

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Canva

Capcut

Azure

Trello

ChatGPT

## Work Experience

### **gethergo 2022 - present**

#### **Senior UX/UI Designer**

- Work through design problems from the beginning to the end.
- Design, implement and iterate on UX designs and flows, create wireframes, display cases, UX mockups, or prototypes.
- Create user flow to communicate with frontend developers for mutual understanding, including defining grid, margin, organizing responsiveness, and various actions on the platform.
- Consistently improve the product experience based on business needs, user feedback, and data analysis.

### **2fellows network and design 2020 - 2022**

#### **Account Executive**

- Partnering with other UX/UI designers and developers to deploy user-friendly mobile-first customer experiences.
- Delivering design via concept sketches, wireframes, and ultimately production-ready comps.
- Communicate design ideas and prototypes to the working team and stakeholders.

### **NGM Business 2018 - 2020**

#### **Web Designer | Digital Marketing**

- In house website designer.
- Design banners for social media and print media.
- Admin Facebook page and Line OA.
- Maintain online stores in Lazada and Shopee.

### **Biz Idea 2015 - 2018**

#### **Project Coordinator**

- Coordinate website preparation.

### **Dream Clinic 2015    Online Marketing**

### **TMAB Development 2014    Administrative Officer**