Sasirin Tanopajaisit (Nice)
UX/UI Designer

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✉️ sasirin.nice@gmail.com
📍 Asoke, Bangkok

💼 sasirin.com
in linkedin.com/in/sasirin
🤍 Nov. 3, 1991 (33 yrs)

Portfolio 👋
"sasirin.com"

WORK EXPERIENCE 👩🏻

UX/UI Designer
Nov 2023 - Current

Allianz Ayudhya (Insurance)

- Conducted user research and usability testing to ensure app's experience
- Designed features both UX/UI for insurance agents to track bonuses and benefits
- Improve UX/UI of current core features of insurance sales app to enhance users needs
- Coordinate with stakeholders, BA, developers, QA through entire process

UX/UI Designer
Aug 2022 - Sep 2023 (1 yr 1 mos)

Oho Chat (Startup: Chat Management Software)

- Develop core app features for desktop and mobile version ex. Admin Role, Team, Onboarding, Auto-Assign, CSAT Dashboard
- Conduct research on app features and engaged with clients to align with users' requirements
- Redesign and restructure company's website to prioritize user needs and highlight product solutions
- Create UX writing system ensuring consistent, clear, and user-centered messaging across interfaces
- Design graphics for marketing team's social media post

UX Internship
Apr 2022 - Jul 2022 (4 mos)

Zaapi (Startup: E-Commerce)

- Research competitors, analyze app features, and provide insights for feature planning
- Participate in usability testing and formulate research questions to improve the user experience and address identified pain points

Executive Assistant
Sep 2016 - Dec 2022 (6 yr 3 mos)

Chem Empire Co., Ltd. (Chemical Industry)

- Manage overall marketing strategy, branding, and label design
- Involve in administrative, international procurement and business development coordination

Account Executive
Jun 2015 - Jun 2016 (1 yr)

Thoth Media Co., Ltd. (Digital Agency)

- Present and manage key clients and co-operate with developers to optimize and customize the company's products to meet the client's needs

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EXPERTISE & SKILLS ✍🏼

- UX/UI Design
- UX Research
- UX Writing
- Design Thinking
- Empathizing
- Defining & Ideating
- Prototyping
- Usability Testing
- Web Design
- Graphic Design
- Agile & Scrum

TOOLS 🖌️

Figma · XD · Ai · Ps · webflow

CERTIFICATIONS 🎖️

Getting User Insights Through User Interviews
Skooldio (Nov 2023)

Usability Design & Psychology for Digital Products
Skooldio (Oct 2023)

UX Writing
Skooldio (Feb 2023)

Google UX Design Specialization
Coursera (Jun 2022)

LANGUAGES 🌐

- Thai (Native)
- English (IELTS 7.5, 2020)
- Chinese (Beginner)

ACADEMIC EXPERIENCE 🎓

Interior & Product Design
CIDI (Jun 2022)

BBA, International Business GPAX 3.01
Chulalongkorn University (Jul 2014)