

Phannawat Rittidej

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EDUCATION

Chulalongkorn University, Bangkok, Thailand

2002 – 2006

Bachelor of Fine and Applied Arts, (Major: Visual Art, Sculpture)

EXPERIENCE

True Digital Group, Bangkok, Thailand

2019 - Present

Tech company under True Group aspires to lead Thai telecom in innovation.

Senior UI/UX Manager(UX Office)

- **Led TrueID App Redesign:** Elevated TrueID App to the #1 Entertainment app in Apple Store Thailand, achieving a 25% increase in monthly active users (25 million) after a successful redesign.
- **Redesigned TrueMove H and True Corporation Website:** Led the redesign efforts for TrueMove H and True Corporation's main website, enhancing their user experiences and visual appeal.
- **Efficient Brand Communication:** Established efficient banner templates for the marketing team, streamlining brand communication and consistency.
- **Campaign Ad Direction:** Directed the creation of compelling campaign advertisements for TrueID, contributing to successful marketing initiatives.
- **Sub-brand Design:** Designed logos and corporate identities for sub-brands like **True Food** and **True Coffee**, ensuring consistent branding across products.

IBM Thailand, Bangkok, Thailand

2018 - 2019

Providing solutions through consulting and innovation for clients.

Application Consultant Designer (IBM iX)

- **Onboarding Application:** Successfully developed the Onboarding Application project for **SCB Bank**, ensuring a successful project launch after overcoming initial challenges.
- **Private Investing Advisor Project:** Led the initiation of the Private Investing Advisor Application project for a corporate-size client at **SCB Bank**.
- **Enhancing ThungNgern:** Oversaw feature additions and improvements for ThungNgern in collaboration with **Krung Thai Bank**.
- **Design Thinking Workshops:** Co-organized and facilitated Design Thinking Workshops for prominent companies like Saha-Union Public Company Limited and Chevron Thailand.
- **Design System Implementation:** Established a comprehensive Design System for IBM iX team, serving as a design starter tools for working with diverse clients.ensuring consistent branding across products.

Taskworld, Bangkok, Thailand

2017 - 2018

Project management platform

Senior Web Designer

- **Web Solutions Redesign:** Collaborated with marketing, achieving a remarkable 60% engagement increase after the website redesign.
- **Multinational UX Collaboration:** Partnered with global UX teams for testing and research.

IC WEB, Bangkok, Thailand

2015 - 2017

Website Cousing

Senior Web Designer

- **Website Revamp:** Led a 4-member UX/UI team in a THB10 million website revamp project for the main Kbank website, achieving successful project completion.
- **Private Banking Micro-Site Design:** Designed private banking products (The Wisdom, The Premier) for Kbank, enhancing user experiences.
- **Personalized UOB Campaign:** Executed a UOB personal page campaign, enabling personalization based on customer interests on social media.

- **KTC x Samsung Pay Launch:** Orchestrated the first launch campaign page for KTC in collaboration with Samsung Pay.
- **Corporate Client Websites Design:** Led the design of websites for corporate-size clients, including Tokyo Marine Insurance and Nissan, ensuring a strong online presence.

IDEALE, Bangkok, Thailand 2014
Digital Consulting

Creative Director

- **Co-Founder of Consulting Firm:** Co-founded a consulting company with four partners, leveraging collective expertise in website and application development.
- **Collaboration with Thai Innovation Center:** Collaborated with the Thai Innovation Center on a website revamp project, contributing to innovative digital solutions.

Siri Media, Bangkok, Thailand 2012 - 2014
Digital Magazine Consulting

Senior Digital Graphic Designer

- **Digital Magazine & Catalog Design:** As a digital designer, I contributed to creating digital magazines and catalogs for renowned brands like FHM Singapore, Shera Wood Thailand, and Index Living Mall during the post-launch period of the first iPad.

Baan lae Suan Magazine, Bangkok, Thailand 2009 - 2012
Thailand Home and Decor Magazine

Graphic Designer

- **Layouts, Illustrations, and Key Visuals:** Designed layouts and illustrations for Baan Lae Suan Magazine and crafted key visuals for the Baan Lae Suan Fair.

ADDITIONAL INFORMATION

Languages: Thai (native), English (intermediate)

Tools: Figma, Sketch, Zeplin, Photoshop, Illustrator, After Effect

Skills: Visual Design, Prototyping, Design System, UX Testing, Wireframing

Work Flow & Workshop: Design Thinking Workshop, Agile Methodology

Interests: Art & Design, Innovation, Tech, Triathlon