

Phannawat Rittidej

Senior UI/UX Manager

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I am an proficient UX/UI Manager with a decade of experience in interactive design. My expertise lies in crafting aesthetic, user-friendly designs through meticulous observation and research. With a background in fine art, I infuse an artistic flair into my work.

Experience

Senior UI/UX Manager

True Digital Group

2019 - Present (3 yrs 11 mos)

Leading design for True's flagship product, the TrueID App. Post-redesign, TrueID App ranked as the #1 Entertainment app in the Apple Store Thailand for 6 months, with a 25% boost in monthly active users (25 million).

Application Consultant Designer (IBM iX)

IBM Thailand

2018 – 2019 (1 yrs 10 mos)

Guided and advanced user-centric digital solutions, including Design Thinking Workshops, delivering impactful outcomes for financial institutions, and elevating industry standards. Collaborated with diverse transformation teams, leading small design teams.

Senior Web Designer

Taskworld Inc.

2017 – 2018 (6 mos)

As part of a startup, I closely collaborated with the marketing team to craft compelling web solutions. Following my redesign, the main website experienced a remarkable 60% increase in performance.

Senior Web Designer IC WEB

2015 – 2017 (2 yrs 6 mos)

Led a small designer team, specializing in crafting websites for corporate clients, ensuring visually appealing and user-friendly designs that met their branding and functional needs.

Creative Director

IDEALE

2014 (6 mos)

Co-founded a website and application consulting company with four partners, leveraging expertise and collaborating with the Thai innovation center on a website revamp project.

Senior Digital Graphic Designer

Siri Media

2012 – 2014 (2 yr 3 mos)

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

Graphic Designer

Baan lae Suan Magazine

2009 – 2012 (3 yrs 3 mos)

Designed layouts and illustrations for Baan Lae Suan Magazine and crafted the key visual for the Baan Lae Suan Fair.

Education

Chulalongkorn University

Bachelor of Fine and Applied Arts, Sculpture

Bangkok, Thailand, 2002 – 2006

Tools & Skills

Interaction

Visual

UX

Work Flow & Workshop

Figma

Photoshop

Testing

Design Thinking Workshop

Sketch

Illustator

Prototyping

Agile Methodology

zeplin

After Effect

Wireframing

Design System