

**2017 - PRESENT****Apple**  
**Frontend Developer**

In my role at Apple, I focused on developing localized marketing communication materials for apple.com, catering specifically to the diverse markets in South East Asia. Working within a large, fast-paced team, I employed my frontend development skills to enhance user experience and drive engagement. My contributions led to measurable improvements in site traffic and user interaction, showcasing the impact of tailored marketing strategies.

**2017 - PRESENT****Hogarth & Ogilvy**  
**Interactive Engineer**

In my role at Hogarth, I focused on creating cutting-edge websites for top-tier blue-chip companies. By leveraging real-time content production and collaborating with a fast-paced team, I ensured that our digital solutions were both innovative and effective. My contributions led to improved user experiences and enhanced client engagement across multiple regions.

**2012 - PRESENT****Freelance**  
**Digital Designer**

In my role as a freelance Digital Designer, I crafted user-centric designs for various platforms, focusing on enhancing user experiences. My projects include the Thai Embassy in Singapore's business information website, the human resource applications CareerLine and PiAmmo, and a project management application, Eidos. Worth noting are mobile and kiosk interface designs for renowned brands including AIS, Bank of Thailand, Crown Bureau, EGCO, Kasikorn Bank, Nescafe, PTT, Sanofi, and more, ensuring high-quality interfaces that meet user needs. I leveraged my design skills to create impactful solutions that improved user engagement and satisfaction.

**2012 - 2020****Proteus Technologies**  
**Interaction Designer**

At Proteus Technologies, Inc., I played a pivotal role in crafting engaging user experiences for both web and mobile applications. My responsibilities extended beyond digital design, encompassing the creation of various print materials to support branding efforts. By collaborating with a talented team in a hybrid setting, I contributed to the success of numerous projects for major brands and startups alike.

**2010 - 2012****Reuters**  
**Visual Designer**

At Thomson Reuters, I focused on enhancing user experience for key collaboration projects, including Messenger and Eikon. My role involved crafting visual elements and UI specifications that not only improved aesthetics but also usability. I collaborated closely with cross-functional teams to ensure a seamless design process, ultimately contributing to a more engaging user experience.

**2008****MTV**  
**Graphic Designer**

During my summer internship at MTV Thailand, I played a pivotal role in the relaunch event by designing various promotional materials. My responsibilities included creating invitations, magazine advertisements, backdrops, and on-screen graphics that effectively captured the essence of the event. This experience allowed me to enhance my graphic design skills while contributing to a high-profile project in the entertainment industry.

**2005 - 2009****King Mongkut's University of  
Technology Thonburi**  
**Computer Engineering**

My education at KMUTT provided a robust foundation in computer engineering, where I excelled in core subjects, particularly programming logic, and project management methodologies. I was recognized for my ability to distill complex technical concepts into clear and impactful presentations.

My passion for blending technology with creativity culminated in my senior project, "Electric Aqua", an interactive art installation that won an Honorable Mention. This project utilized real-time image processing from a camera to allow users to interact with artwork on a large screen. It was a standout project for its successful fusion of art and engineering, demonstrating my ability to build technically complex systems with a strong focus on user-centric design.

Beyond my core studies, I was highly active in the department. I served as the editor-in-chief for the department magazine and the official department website, roles that further honed my design, communication, and leadership skills.

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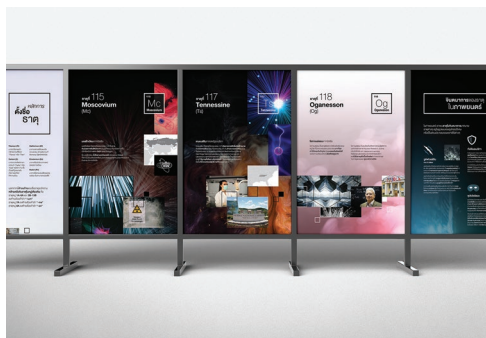
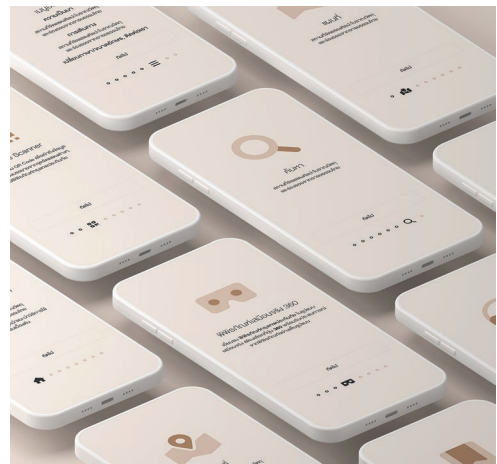
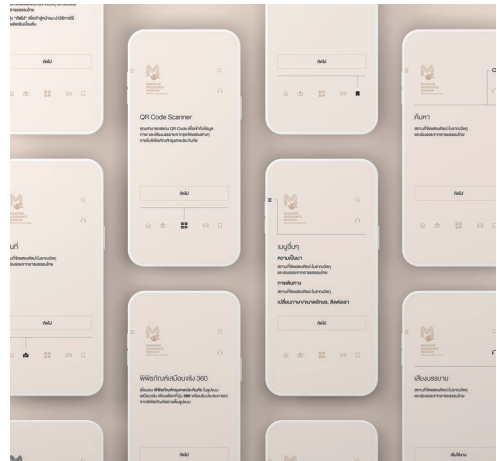
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### Ubon Forage Seeds (UFS)

Developed a complete, end-to-end brand identity system for Ubon Forage Seeds. This project spanned all touchpoints, from the foundational logo and Brand CI (business cards, signage) to the full digital presence and e-commerce website. I applied my "craft DNA" to the packaging design, creating a clean, minimal, and modern visual language that scales effectively across their entire product range.



### Elements Village Exhibition

Designed the complete set of visual artwork and information panels for the "Elements Village" science museum exhibition. This project required translating complex periodic table data into highly engaging, large-format graphic displays. I focused on creating a "smart grid" and a clear visual hierarchy to make scientific information accessible and visually compelling for all museum visitors.

### Bangkok Insurance (BKI) Museum App

Architected the complete UX/UI design for the Bangkok Insurance Museum's mobile application. Adopting a "mobile-first" and "user-first" approach, I designed the entire user journey, from the clean, "thumb-driven" interface to complex features like interactive AR guides and audio tours, enhancing how visitors engage with the extensive art collection.

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### KMUTNB Rescue Robot Museum

Designed the complex user interface (UI) for an interactive rescue robot simulation at the KMUTNB Museum. This project blended a futuristic, high-tech aesthetic with practical information architecture. I designed all on-screen elements, including the HUD, telemetry data (coordinates, pitch, roll), camera feed, and command controls, to create a functional and immersive simulation.



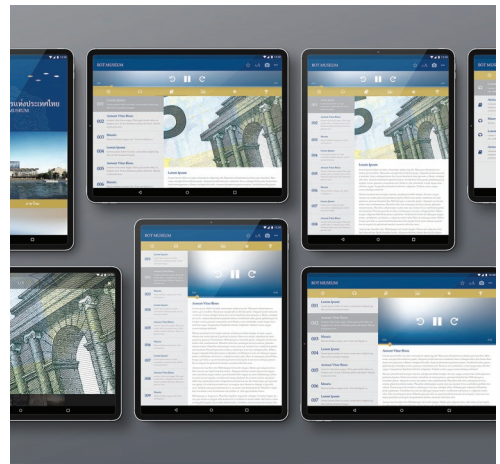
### Royal Exhibition Kiosk

Designed the user interface (UI) for an interactive kiosk at a prestigious royal exhibition in Bangkok. The design features a clean, formal aesthetic appropriate for the subject matter, focusing on "smart grids" and clear typography. I engineered the user experience to be highly intuitive, enabling visitors to easily navigate and explore a deep archive of royal literature and artwork.



### Na Satta Museum

Led the full-scale UX/UI design for the Na Satta Museum's entire digital ecosystem, including their responsive website and mobile application. I structured the information architecture to cohesively present diverse content—from museum history and location data to interactive media—and integrated features like digital maps and audio tours to guide visitors.



### Bank of Thailand Museum App

Executed the UX/UI design for the Bank of Thailand Museum's digital guide application. I designed a clear, "user-centric" interface for tablets and mobile devices, focusing on simple navigation for its extensive content library and audio tours. The result was a seamless and informative digital companion for all museum visitors.

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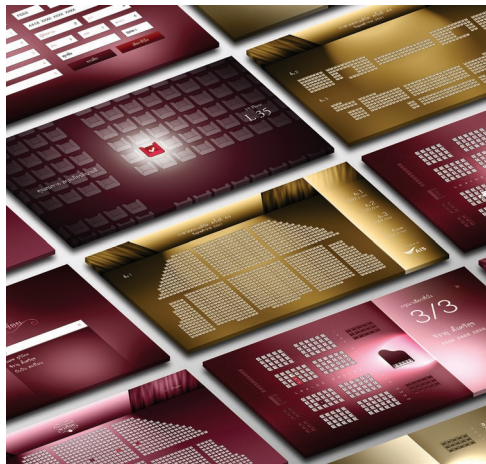
### AIS Interactive Game

Designed the game interface (UI) for a high-engagement, camera-based interactive game for AIS. This large-scale display was featured prominently at mobile expos and in stores to "drive engagement". The UI was engineered for immediate public interaction, blending simple, clear graphics with real-time motion-capture feedback.



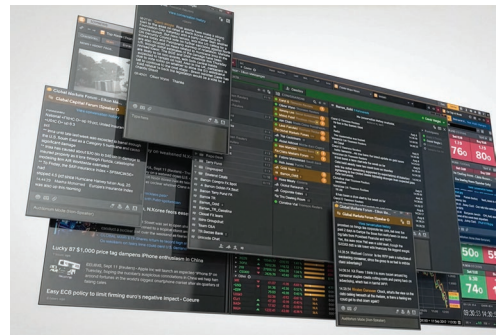
### Eidos (Project Management Tool)

Architected the entire user experience (UX) and design system for Eidos, a comprehensive project management application I designed specifically for Agile workflows. This involved mapping all user journeys, defining the information architecture, and creating a "user-centric" interface from the ground up to manage tasks, sprints, and team collaboration.



### Concert Seat Selection Kiosk

Designed the UI/UX for a complex booking platform used as a seat selection kiosk for major concerts. This project required translating massive, intricate venue maps into a visually clear and "user-first" interface. I engineered the user flow to be fast and seamless, enabling customers to easily navigate zones, select specific seats, and complete their purchases.



### Thomson Reuters Eikon

As a Visual Designer at Thomson Reuters, I focused on enhancing the user experience for the flagship Eikon platform. I was responsible for crafting the UI specifications and visual elements for key collaboration features, including the Eikon Messenger and professional networking tools, ensuring a seamless and engaging user interaction.