

Hallo!



“ My expertise is translating and visualising the complicated problems landscape from user research into engaging user stories and analysis.

I effectively and rapidly articulate potential service propositions ,and design in tandem for the detailed user interaction and the higher ecosystem level. ”

My top 5 skills



Translate the complicate problem landscape from user research into compelling user stories and systemic analysis



Creative vision to connect the dot and ideate potential service and experience prop-ositons based on insights



Design in tandem for the detailed user interaction and the higher ecosystem level in the service landscape



Rapidly articulate service and UX/UI prototypes using storyboard and wireframe tools such as Sketch and Illustrations



Strong narrative skills to present the realistic feel of intended experiences to the team and clients

Design Methodology

- User research & analysis
- System map
- Persona & Customer journey
- Design strategy
- Concept development
- Service Blueprints
- Rapid prototype and experiment
- User testing
- UX/UI design
- Freehand drawing experience and service scenario storyboard



Working experiences

2014 - 2016 2 yr.

Strategic & content designer

Why_Not Social Enterprise, Bangkok, Thailand

Designed content and strategy for social project & campaigns to bring important social issues into the attention of the public. Clients are local and international NGOs, foundations and social enterpsies.

Project : Khonthaivoice.com
Client : Khonthai Foundation

Designed content and information architecture for Khonthaivoice. com - an online citizen participation platform that surveys the dream that Thai people want to see in the country

Project : Treat Them Like A Tourist
Client : Thai Committee for Refugee Foundation

Interviewed the refugee and created the viral video campaign' based on the refugee's story with an objective to create more empathy towards the topic and encourage the support in Thailand 's imigration acts amendment.

2013 - 2014 1 yr.

Social marketing co - ordinator

Thai Social Enterprise Office (TSEO) , Bangkok, Thailand

Asissted in creating the office's social marketing strategy, organising events, and protoyping new initiatives that promote awareness and engagement in social enterprise sector

Campaign : Eat Organic Now
Partners : Lemon Farm Thailand & Thai Health Promotion Foundation

Prototyped the Organisation Supported Agriculture model (OSA). With a team of 5 people, we created an online platform supported with weekly pop-up markets to bring the fruit directly to consumers using workplaces and local organic supermarkets as nodes of distribution.

2012 -2013 1 yr.

Change Venture Associate

ChangeFusion Insitute, Bangkok, Thailand

Supported and facilitated in 2 of the first social enterprise incubation programs in Thailand - UnLtd Thailand and Banpu Champion for Change 2013



Service & Experience Design (in academic context)

2016 - 2018 2 yr.

MA Service Design

Royal College of Art, London, United Kingdom

Applied service design methodology to influence creative strategic work from a holistic human-centric perspective with various partners in both public and private sector. Selected projects are the followings;

Jan - May 2018

Bona City : Enabling connections for a better city

Barcelona , Spain

Designed and prototyped Bona City - a platform that addresses the challenges that mass tourism brings to Barcelona city and its residents, by leveraging its rich culture and technology to shape high - quality tourism and strengthen local culture.

Mar - Apr 2017

Your ROH : Opera & Ballet for everyone
Partner : The Royal Opera House
London, United Kingdom

Designed a digital experience package that makes opera & ballet more accessible to newcomers and brings its history to life in the Open Up project of the Royal Opera House

Oct - Dec 2017

Shiva : Source Your Style
Partner : CERN Knowledge Transfer
Geneva, Switzerland

Protoyped Shiva - a speculative virtual fashion blogger, designed to nudge and empower consumers to adopt more ethically responsible shopping behaviours.

Tools



Illustrator



After Effect



Photoshop



Sketch



Basic HTML

Languages



English (Fluent)



Thai (Native)



Dutch (Basic)



French (Basic)

Award / Scholarship

Abraaj - RCA Innovation Scholarship 2016/18

Awarded as 1 in the top 5 outstanding RCA applicants across Africa, Asia, Latin America, the Middle East and Turkey

Personal Info

Nationality : Thai
Date of Birth : 27/06/1988
Work Permit : The Netherlands' Orientation Year Visa (10/01/2019 - 20)
Hobbies : Cooking, Hand drawing & Hiking