



KATEVISUTH SUKPISAN

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EXPERIENCE

- Feb 17 - Present** **Senior UX/UI Designer | IBM Thailand, Bangkok**
Designed intuitive and effective solutions that help the Siam Commercial Bank (SCB) transform their banking experience. (Example projects available upon request)
- Performed as a 'UX lead' who defines UX and design requirements. Ensured the quality of UX work with broader business or technology constraints and opportunities.
 - Ensured client success as an 'IBM consultant'. Helped define opportunities for optimization or innovation.
 - Assisted other more junior or new team members. Supported new responsibilities when and where required.
- Jul 16 - Present** **Startup Co-Founder and Lead UX/UI Designer | CastHub, Bangkok**
Created an open door to Thailand's first online talent community. A place where talents can easily find their acting opportunities, and talent seekers can find their talent matches. (Visit www.casthub.co.th for more details)
- Offered fair opportunity and flexibility in choosing jobs for talents with various experience, skillsets, profiles.
 - 1,000 adoption rates in 3 months. 30-70 active users per day.
- Jul 15 - Jan 17** **Freelance Creative Director | World's Leading Mobile Company, Bangkok & California**
Worked with a multinational technology company based in California to promote consumer electronics and software.
- Collaborated with world-class designers to establish a multimillion-dollar digital marketing campaign for smartphones and smartwatches. Responsible for product launch in Thailand.
 - The products were successfully released worldwide in September 2016, with over 73 millions phones sold in the fourth quarter of 2016.
- Sep 14 - Dec 14** **UX Designer (Contract) | Warner Music Group, New York City**
Implemented an internal dashboard that helps enhance work performance of 4,000 staffs.
- Translated complex data into readable data visualizations.
 - Curated a standardized design guideline resulted in a unified experience across all platforms.
 - Completed the project with minimal guidance and was offered a contract renewal.
- Jun 14 - Aug 14** **UX Designer (Intern) | Havas Worldwide, New York City**
Assisted in redesigning Dish Network website (www.dish.com) from user research, wireframes to usability testing.
- Created a persona and user journey from user research and client input.
 - Recommended appropriate changes based on user feedback.
 - Served as a leader of an intern team and won the intern case competition.
- Nov 12 - Apr 13** **Adjunct Professor | Chulalongkorn University, Bangkok**
Taught 'Visual Design for Communication'. Served as the youngest professor in the university's record.
- Created a syllabus, planned and developed a course that enlightened and inspired students.
 - Received exceptional assessment 10/10.
- Mar 11 - Oct 12** **Creative Copywriter | TBWA\Thailand, Bangkok**
Recognized a nationally award-winning copywriter with experiences across diverse industries.
- Proven ability to drive highly response marketing campaign and product launches.
 - Won Bronze awards from Spikes Asia Festival (2012) of Creativity and AdMan Awards & Symposium (2012).
 - Awarded 1st place in Copywriter's Contest from Advertising Association of Thailand (2011).
- Sep 10 - Feb 11** **Creative Art Director (Intern) | Ogilvy and Mather, Bangkok**
Used integrated forms of media to create effective marketing solutions.
- Performed customer research and demographic profiling to identify the unmet needs.
 - Entrusted to present work to client.

EDUCATION

- Sep 13 - May 15** **New York University | MPS Interactive Telecommunications Program (ITP)**
Relevant Coursework: UX Design, Data Analytics, Data Art, Creative JS, API Mashups, Dynamic Web Design
Received 4.00/4.00 GPA
- Jun 07 - Apr 10** **Chulalongkorn University | BA Communication Arts (Major in Advertising & Film)**
Received 3.46/4.00 GPA and graduated with honors.

SKILLS

UX: Research, Personas, Sketching, Wireframing (Sketch, Omnigraffle, Axure), Usability Testing, Prototyping
Designing: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Rhino
Others: Copywriting (Thai, English), Digital Fabrication (Laser Cutting, 3D printing)