



# KATEVISUTH SUKPISAN

## UX designer & consultant

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📍 Bangkok, Thailand

### Experience

#### IBM Thailand

##### Lead UX/UI Designer

Feb 2018 - Present | Bangkok, Thailand

- Promoted to be a Customer Experience & Strategy practice lead in Thailand. Successfully built a high-performing design team from 1 to 12 in 6 months.
- Working cross-functionally to ensure a holistic approach to all digital touchpoints. Establishing long-term UX vision (12-18 months) & design standards.
- Representing IBM for client engagements. Crafting & facilitating 20+ Design Thinking workshops for clients in SEA with a proven success in 2 times faster to market delivery.
- Generating a total of \$10 million dollars from the delivery of designs in 2018-2019 (a 30% increase in revenue YTD from 2017), and from 3 to 8 projects.

##### Senior UX/UI Designer

Feb 2017 - Jan 2018 | Bangkok, Thailand

- Designed an internal onboarding application (worth 3 million dollars) for Siam Commercial Bank (SCB). Balanced the quality of UX work with broader business and technical constraints in an Agile environment.
- Played a key role in communicating to the senior leadership of the Bank, was able to streamline operations & digitize the retail onboarding process.
- Resulted: 9 times faster onboarding (from 45 to 5 minutes), 3 times increase in the numbers of account opening & 92% adoption rates in 6 months.

#### CastHub

##### Head of Design & Co-founder

Jul 2016 - Mar 2017 | Bangkok, Thailand

- Spearheaded the design vision & set product direction for Thailand's first online talent community. Offered fair opportunities to all talents regardless of age, gender, experience, profile, or skillsets.
- Owned all facets of the application development from research, design, planning to implementation.
- Won a funding from '2017 GSB Smart Startup Competition' by GSB bank.

#### World's Leading Phone Company

##### Freelance Creative Director

Jul 2015 - Jan 2017 | Bangkok, Thailand & Cupertino, CA

- Collaborated with world-class designers to launch a multi-million dollar digital marketing campaign for smartphones and smartwatches. Was mainly responsible for product launched in Thailand.
- Helped generate the biggest one-day traffic increase of 152% to the company's site in 2 years, or from 13 million to 32.8 million visits, on the launch date.

#### Warner Music Group

##### UX Designer

Sep 2014 - Dec 2014 | New York City, NY

- Engaged with key stakeholders to create an internal dashboard that aims to visualize complex data and numbers, show forecasts, improve company-wide communication, ultimately reduce unnecessary meetings for internal staff.

#### TBWA

##### Copywriter

Mar 2011 - Oct 2012 | Bangkok, Thailand

- Won Bronze awards from Spikes Asia Festival (2012) of creativity.
- Awarded 1st place in Copywriter's contest from Advertising Association of Thailand (2011).

### Education

#### New York University

Certificate in UX Design & Strategy for Emerging Technologies

Sep 2019 - Nov 2019

MPS Interactive Telecommunications Program (UX & HCI Focus) (GPA 4.00/4.00)

Sep 2013 - May 2015

#### Chulalongkorn University

BA (Honours) Communication Arts

Jun 2007 - Apr 2010

### Skills

**Self-motivated & assertive individual** with strong leadership, organizational, planning skills.

**Collaborative mind-set** with a track record of coaching, managing and mentoring UX/UI professionals and cross-functional team

**Solid analytical & problem-solving skills.** Ability to prioritize and manage work in a fast-paced, dynamic environment.

**Facilitate Design Thinking workshops & conduct research** (interviews, usability tests, surveys, A/B tests) with key stakeholders.

**Excellent design fundamentals.** Ability to iterate on or modify existing designs, or executing designs from scratch.

**Proficiency in design software** (e.g. Sketch, Figma, InVision, Adobe Creative Suite) as well as HTML & CSS, Keynote