

PAWEENA H.

UX/UI Designer, WP Designer

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Profile

“ Creating meaningful design, that solves problems in ways that customers love. ”

I've been designing digital experiences for over 6 years across a variety of industries. I believe great product design is to spot the right problems and fix them.

I'm passionate about water color painting and calligraphy. These activities help me to be more creative in other aspects of my life.

Skills

I love working with the creative team to brainstorm and whiteboard concepts. I can create wireframes at varying level of fidelity, and enjoy prototyping ideas. I have some front-end coding experiences, so that's helping me working along well with the developers.

Software that I'm familiar with:

- Adobe XD
- Sketch
- Figma
- Photoshop
- Illustrator
- Invision
- WordPress
- HTML & CSS
- Google Analytics

Education

Intern at Dek-D Interactive 2010
Web Designer

Naresuan University 2006- 2009
Bachelors of Information Science for communication

Certification

Webcourses Bangkok 2017
Web Design Professional

Work Experience

Freelancer

UX/UI Designer

Present

Contribute to the whole UX/UI process from empathizing with stakeholders, ideation to prototyping to validation: working with stakeholders to deliver the information architecture, user journey map and wireframe flow for new production projects, as well as conduct user research backing the whole design process, testing and delivery of a project.

Silk Communication

Dec 2018 - March 2020

UX/UI Designer, Graphic Designer

I work on creating brands and websites with a specific focus on ICOs and fintech startups in the blockchain industry. My work includes wireframing, researching designs, and creating visuals as well as animating and prototyping. I ensure that the websites I create stand out in terms of design language and place significant emphasis on providing a seamless user experience.

Move Ahead Media

Apr 2017 - Oct 2017

Frontend Web Designer, WP Developer

Worked closely with the marketing team as well as other web developers. I designed responsive websites by using underscore starter themes. I developed and maintained websites for a diverse list of clients and created content that produced high ranks with search engines that boosted site traffic (SEO).

Huawei Enterprise

Mar 2016 - Mar 2017

Web Designer, Web Master

I worked on designing digital marketing materials on the website to promote product campaign and maintained corporate websites for high technologies products, I have collaborated with an IT team consisting of individuals from 17 countries.

SCB Life Insurance

Dec 2015 - Jan 2016

UI Designer

Worked closely with web developers. I re-designed the corporate website of SCB Life's agent portal to improve user experience. This consisted of front and back-end maintenance and design sales illustration application for agents.

GMM Grammy - GMMz

Dec 2014- Nov 2015

Web Designer, Web Master

Worked closely with the marketing team to re-design, develop, and maintain the company's website and application on top of creating digital marketing materials, promotional campaign content for emails and social media posts, landing pages, and animated.

JDesign Agency

Jan 2012- Nov 2014

Web Designer, Web Editor

Worked closely with the marketing team as well as other web developers to design a WordPress website template as well as maintain, test, and designed digital marketing materials.