Paweena

Paweena Hakham
Senior UI/UX, Product Designer

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About

Almost 10 years experience working in across digital industries and UXUI, Product design, focus on balancing a user-centered design with business goals

Software

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

Education

Bachelors of Information Science for communication
Naresuan University
2006- 2009

Certification

Web design professional
Webcourses Bangkok, 2017

Goal Setting at Work: Plan for Success and Reach Your Goals, Udemy, 2022

Ultimate Guide to Product Design: Design Thinking Approach, Udemy 2022

Storytelling Fundamentals for All, Udemy 2022

Time Management Mastery, Udemy 2022

Pomelo Fashion   2020 - Present
Senior UX/UI, Product Designer

Responsibilities

- Working in close collaboration in agile methodology in Omnichannel with business, product, technology, and design teams across locations and helping define product requirements and road maps.
- Collecting and translating user and business insights, approach to the problems with compatible UX methods, from discovery, stakeholder interviews, research, benchmarking, competitors analysis, end-to-end user journey, user flow, wireframing, animation prototyping, and conducting usability testing for all platforms.

Key Achievements:

- Design the features that help create a positive user experience, lead to stronger user engagement, retention, and conversion.

Silk Legal, Communication   Jan 2018 - Mar 2020
UX/UI, Web Designer

Responsibilities

- Collaborate with the marketing team to create branding, design, and develop websites with a specific focus on ICOs and fintech startups in the blockchain industry.
- Responsible for User Research, Information architecture, Interaction, Visual Design, and testing specifically for the web.

Key Achievements:

- Create a positive impact that helps build an online reputation that communicates the brand value proposition for the company.

Move Ahead Media   Oct 2017 - Dec 2017
Front-End Web Designer

Responsibilities

- Worked closely with the marketing team as well as other web developers. design responsive websites by using underscore starter themes. 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).

Key Achievements:

- Create a positive impact that helps build an online reputation that communicates the brand value proposition for the company.

Huawei Enterprise   May 2017 - Sep 2017
Web Designer, Web Master

Responsibilities

- Worked on high-technology products (Cloud Computing), in close collaboration with the marketing team, and collaborated with an IT team consisting of individuals from 17 countries.

Key Achievements:

- Create a positive impact that helps build an online reputation that communicates the brand value proposition for the company.

SCB Life Insurance   Feb 2016 - Apr 2017
UI Designer

Responsibilities

- Worked closely with web developers.
- Re-designed the corporate website of SCB Life's agent portal to improve user experience and created UI for sales illustration application for agents.

Key Achievements:

- Build an attractive and efficient user interface (UI) that optimizes the user experience (UX).

GMM Grammy - GMMz   Jan 2015 - Jan 2016
Web Designer, Web Master

Responsibilities

- 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.

Key Achievements:

- Create a positive impact that helps build an online reputation that communicates the brand value proposition for the company.