

Paweena Hakham (Ning)

Senior, Lead UX/UI, Product Designer - 10 Years of Experience

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ABOUT ME

More than 10 years of experience in the digital industry. Passionate about app/web, user-center design, and business strategy. A lifelong learner with a keen curiosity for diverse cultures and human behavior. Dedicated to creating innovative solutions that enhance user experience.

EXPERIENCE

Lead UX/UI, Product Designer, Salary Hero

Sep 2023 - Present

Responsibilities

- **Established UX Design Practices:** Developed and maintained a scalable design system to ensure consistency across products. Led ideation sessions, concept exploration, and execution of design solutions from concept to implementation for a high-growth startup
- **User Research and Analysis:** Conducted comprehensive user research and usability testing to gather insights into user behaviors, needs, and pain points. Analyzed user data and feedback to identify patterns and trends, aligning findings with business goals and product strategy.
- **Prototyping and Iteration:** Developed wireframes and high-fidelity prototypes to visualize design concepts and interactions. Conducted iterative design reviews and usability testing sessions to gather feedback and refine designs.
- **Collaboration and Communication:** Worked closely with cross-functional teams to ensure alignment and successful product delivery. Communicated design rationale and user experience principles to stakeholders, advocating for user-centric design solutions.
- **Metrics and Reporting:** Defined and tracked key UX metrics to measure the effectiveness of design solutions and their impact on user satisfaction and business goals. Reported on UX outcomes and progress to senior management, providing insights and recommendations for future product development.

Senior UX/UI, Product Designer, Pomelo Fashion

Dec 2020 - Aug 2023

Responsibilities

- Worked for SEA's leading fashion platform omni-channel platform, with 40 millions visitors in app and website, ensure a seamless mobile-first experience for customers, operations, and partners across **e-commerce and retail (B2C & B2B)**.
- Identify user pain points through user research, usability testing, and data analysis.
- Provided wireframes, user flows, screen flows, UX copies, and research support in a fast-paced environment, contributing to strategy discussions for Pomelo's mobile apps (iOS, Android), website, store Pickup Kiosk, fitting room queuing system app, and Partner app, optimizing with service design thinking.
- Documented processes, accessibility guidelines, and UI component usage using Figma library and Confluence.
- Mentored junior designers, providing guidance and support to foster their professional growth and ensure the overall skill development of the design team.

UX/UI Designer, Silk Legal

Jan 2018 - Mar 2020

Responsibilities

Collaborate with marketing to create branding, design, and develop websites for fintech startups in the blockchain industry.

Front-End / Web Designer, Move Ahead Media

Oct 2017 - Dec 2017

Responsibilities

Designed, developed and maintained responsive websites for clients using Underscore starter themes and ensure the SEO content boosted traffic.

Web Designer / Web Master, Huawei Enterprise

May 2017 - Sep 2017

Responsibilities

Worked on high-tech Cloud Computing products, designed and maintained a cooperate website for Thailand branch, collaborating with the marketing team and a diverse IT team from 17 countries.

UI Designer, SCB Life Insurance

Feb 2016 - Apr 2017

Responsibilities

Redesigned SCB Life's agent portal website and create UI dashboard.

SKILLS & EXPERTISE

- Interaction Design
- Visual Design
- Art Direction
- Copywriting
- User Research
- Usability Testing
- HTML & CSS
- Web Master, WordPress

TOOL

- Figma
- Photoshop
- Illustrator
- Pen & Paper

EDUCATION

Bachelors of Information Science for communication

Naresuan University

2006- 2009

CERTIFICATION

UX Management: Strategy and Tactics

IxDF - Interaction Design Foundation, 2024

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