



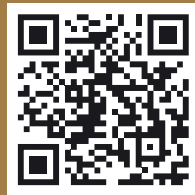
Nonthawach Kongcharern

Senior UX/UI Designer specializing in research-driven product design

📅 14 April 1995

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Scan to view my portfolio
or visit: www.nonthawach.com

UX/UI Designer with 9+ years of experience designing user-centered features, and aligning UI with business goals through research and testing.

EDUCATION

Faculty of Information Communication and Technology (ICT) — Web Design Major

INTERESTING



Designing



Movie



Guitar

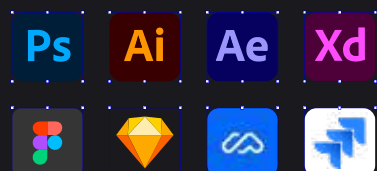


Music

SKILL

- User Research
- Wireframing
- Flowchart
- UI design
- Design Systems

TOOL



WORK EXPERIENCE

Apr 2026 - now **tth**

Senior Associate UX/UI Designer

- Designed user flows and interfaces for banking features, including loan applications and digital services tracking systems.
- Researched competitor banks and chatbots to identify growth opportunities and elevate product UX/UI.
- Partnered with Product Managers and Tech teams to deliver design solutions that balance user needs with business goals.

Apr 2023 - Apr 2026 **Bitkub**

Senior UX/UI Designer

- Led the design of core trading feature flows using insights from competitor analysis, user interviews, social listening, usability testing, and atomic research.
- Developed comprehensive flowcharts and UI usage guidelines to standardize experience across products.
- Contributed to the design system by creating and modifying UI elements based on team needs and product requirements.
- Reviewed internal designs for logical flow, UI token accuracy, and alignment with design system standards before final managerial approval.

Mar 2021 - Apr 2023 **Rabbit's Tale**

Senior Designer

- Designed websites, gamification experiences, and created prototypes to test with real users.
- Developed graphic elements for UI design such as banners and transition effects.
- Built and maintained design systems for smooth collaboration with developers.
- Conducted competitor analysis and user interviews to uncover pain points and user needs.
- Performed usability testing and iterated designs based on user feedback.

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Nov 2018 - Feb 2021

True e-logistics

UX/UI Designer

- Designed and prototyped websites and applications aligned with product goals and user needs.
- Created assets including logos, icons, graphics, and presentation materials.
- Built scalable design systems to maintain consistency and improve developer handoff.
- Gained hands-on experience in personas, user journeys, and storyboarding.
- Conducted user research and usability testing for product improvements.

Jul 2017 - Nov 2018

Moneytable

UX/UI Designer

- Designed websites and digital applications.
- Produced design assets such as logos, icons, and graphics for marketing and UI use.