



TANCHANOK UNGTHONG

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SUMMARY

Highly accomplished Senior UX/UI Designer with 7+ years of experience creating user-friendly websites and mobile applications. Proven track record in boosting user engagement and satisfaction through customized design and teamwork. Proficient in the full design process, including user research, prototyping, and implementation by utilizing diverse design tools and methods.

PROFESSIONAL EXPERIENCES

SENIOR UX/UI DESIGNER

Bangkok, Thailand

Zicure Corporation Co., Ltd. *(Leading company providing IT consulting & solutions experts in software development)* Aug 2021 – Present

- Directed and designed CI brand guidelines & principles for private and government organizations.
- Designed UX/UI of websites compatible with IOS and Android from conception to completion, including research surveys, design, testing, and presentations.
- Led team of 3 members to design and develop customized-experience products; increased yearly traffic 10X at maximum.
- Collaborated with cross-functional teams (e.g., developers and product managers) to ensure user-centric design solutions.
- Visualized data by GA4, Hotjar, and Heatmaps & Behavior Analytics Tools; boosted customer engagement by 30%.
- Initiated and monitored CMS websites by WordPress, Elementor tools, SEO, and other related plug-ins.
- Presented concept and design to multinational clients, including corporate image, CI branding, website, and applications.
- Created wireframes and high-fidelity prototypes benchmarking with the best practice by Figma and Adobe XD.
- Facilitated design handoffs to the development team by creating detailed design specifications.

UX/UI DESIGNER

Bangkok, Thailand

Mayonnaise Agency *(Production house, providing graphic design, creative content & online marketing)* Aug 2020 – Aug 2021

- Led user research and usability testing, translating insights into user-friendly design improvements.
- Collaborated with developers and product managers to brief UI designs into functional and user-friendly product.
- Advised on user-focused design and solutions to customers by utilizing data-driven analysis and customer insight.
- Designed key UI elements and design systems aligning with brand guidelines and accessibility to maintain consistency across digital products.
- Created websites and applications based on industry's best practices for traveling, health care, and energy companies.
- Implemented A/B testing on landing pages developed which improved click-through rates by 30%.
- Tracked and monitored user traffic on websites and applications by CMS WordPress, WooCommerce, Yoast SEO, Hotjar, and Google Analytics; ensured the achievement of clients' goals.

ART DIRECTOR

Bangkok, Thailand

Thai Dot Run Co., Ltd. *(One-stop service for running events in Thailand)* May 2018 – Jul 2020

- Oversaw the creative process including copywriting, CI branding, and element art for offline and online channels, ensuring consistency across all marketing materials and platforms.
- Led a team of 2 designers and artists to develop licensed products of collaboration projects with Disney – *Marvel & Star Wars*).
- Collaborated with marketing teams to grow brand recognition through PR and promotional key visuals.
- Directed the design of events and products to attract more potential customers, leading to increase sales.

WEB DESIGNER

Bangkok, Thailand

S.M.I. Travel Co., Ltd. (Wendy Tour) *(Japan's Leading agency operating worldwide.)* May 2017 – Apr 2018

- Conceptualized and designed graphics for website, Facebook, Instagram, and booking system, increasing traffic by 40%.
- Directed the design and execution of brochures, catalogs, and other publications, supporting business units.
- Pioneered the use of user performance tracking tools by using Google Analytics and WordPress plug-ins (e.g., *Rank math SEO, Yoast SEO, and Monsterinsights*)
- Managed partnerships with internal and external staff, ensuring seamless collaboration and delivery of user-friendly websites.

EDUCATION

KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG (KMITL)

Bangkok, Thailand

Bachelor of Fine Arts (Creative Arts and Curatorial Studies); **GPAX:** 3.23/4.00

Aug 2012 – May 2016

KEY SKILLS

- **Technical Proficiency:**
 - **Design Skills:** Art Direction, Graphic Designing, Figma, Creative Adobe Suite, Adobe XD
 - **Web Development & CMS:** CMS, SEO, Webflow, WordPress, Elementor Tool, Responsive Web Design, Basic Code (HTML, CSS, JavaScript, Bootstrap)
 - **SEO & Analytics:** Advanced SEO (Rank math SEO, Yoast SEO, and Monsterinsights), Google Analytics Tools
 - **AI & Emerging Technologies:** Basic Open AI (ChatGPT) to create website mockup

- **Documents:** MS Office Suite (Word, PowerPoint & Excel); Google Suite (Slide, Spreadsheet & Form)
- **Languages:** Thai (Native); English (Working Proficiency)