



JITNIPA PUANGKEAW

SENIOR UX/UI DESIGNER

DESIGNING WITH BUSINESS IN MIND, GROWING WITH EVERY CHALLENGE.

CONTACT



[Jitnipa Puangkeaw](#)



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TOOLS



FIGMA



ADOBE



TRELLO



JIRA



CODEX

LANGUAGE

Thai

English

SKILL

- User Research
- UX Strategy
- Data-informed Design
- ERP Platform
- Food delivery Platform
- Commercial Platform
- Inventory stock

WORK EXPERIENCE



Digital and Technology Services

Senior UX/UI Designer

Design System & UI Architecture:

- Developed a cross-platform design system for mobile apps and CMS.
- Established UI standards for consistency and streamlined collaboration.
- Created reusable UI components to reduce design-to-development friction.
- Worked with developers to align design with technical constraints.

Product Thinking & Experience Design:

- Translated business needs into user flows and interaction patterns.
- Enhanced usability by aligning interface decisions with user scenarios.
- Defined experience flows for loyalty, delivery, and internal operations.

Mentorship:

Provided design feedback and guidance to junior designers.



Thai Beverage

UX/UI Designer

- Developed wireframes and prototypes for web and mobile using Figma for a seamless user experience.
- Crafted reusable components for the Design



Alpaca Thailand

Graphic Designer

- Developed wireframes and prototypes for web and mobile using Figma for a seamless user experience.
- Crafted reusable components for the Design

EDUCATION



Bachelor's Degree - Media Art (Graphic Design)

King Mongkut's University of Technology Thonburi
(2017 ~ 2021)