

Game Phumwithayawat

UX/UI Designer · 7 years, acting as the design lead

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SUMMARY

UX/UI Designer based in Bangkok with seven years shipping products across climate tech, blockchain, healthcare, and enterprise. Currently at Varuna (Thailand), acting as the design lead on an AI- and ML-driven geospatial platform. I own the design process end to end, mentor three designers, and ship usability-driven fixes informed by diagnostic testing that surfaced a 90.6% misclick rate on critical flows. I design with WCAG 2.1 principles in mind, so color contrast, semantic structure, and keyboard navigation are considered across the platform.

WORK EXPERIENCE

UX/UI Designer, acting as the design lead

VARUNA (THAILAND) · CLIMATE TECH · AI · ML · GEOSPATIAL | FEB 2024 – NOW (2+ YRS) | BANGKOK, TH

Forest analytics product using AI, machine learning, and satellite imagery to monitor and protect natural assets at national scale.

- **Design leadership:** Established and refined the UX/UI design process and roadmap across the product ecosystem (Smart Forest, Forest of Tomorrow, Smart Watcher), aligning design with product and business goals. Ran project kickoffs, design handoffs, and wrap-up reviews, and tracked tasks and resourcing in Jira.
- **Mentorship:** Mentored 3 designers with OKR setting and career-growth support, ran design syncs, and authored UX/UI exercises used to assess design candidates.
- **Recognition:** Smart Forest Platform showcased internationally, selected for Shushi Tech Tokyo (May 2025) and the Thailand Carbon Neutral Network.
- **Diagnostic testing:** Diagnosed navigation friction through structured usability testing, revealing a 90.6% misclick rate and 4-minute average search time on the PDD flow, then designed and shipped an improvement set.
- **AI-driven UI:** Designed decision interfaces that turn ML model outputs and geospatial signals into legible, trustworthy UI for non-expert users.
- **Design system:** Built and managed design tokens and a full design system with a GitLab and JSONBin pipeline, and customized AntD themes for a consistent, on-brand UI.
- **Accessibility:** Applied WCAG 2.1 principles across the platform, building color contrast, semantic structure, and keyboard navigation into the design system.
- **UX deliverables:** Produced the full range of UX artifacts: mood boards, low-fidelity wireframes, wireflows, screen flows, sitemaps, personas, customer journey maps, and service blueprints.
- **Research:** Ran qualitative and quantitative research, usability testing, surveys, competitive usability evaluations, and Hotjar analysis (heatmaps, session recordings, feedback polls), plus card-sorting workshops with internal teams and the UX Thailand community.
- **Collaboration:** Worked cross-functionally with Frontend, Backend, Data Analysts, GIS Specialists, Commercial, Product Managers, and QA, and coordinated external vendors to meet product standards. Facilitated brainstorming and ideation workshops and shared UX/UI best practices across the organization.

UX/UI Designer

BITKUB BLOCKCHAIN TECHNOLOGY · WEB3 · NFT | FEB 2022 – OCT 2023 (1 YR 9 MO) | BANGKOK, TH

Designed the Bitkub NFT Marketplace, Creator Studio, and Back Office tools for one of Thailand's largest blockchain platforms.

- **UI and flows:** Designed and presented high-fidelity UI and wireframes for product review, and refined user flows in close collaboration with the product team.
- **Design system:** Created and expanded the UI Kit, integrated components into Storybook, and built design tokens tailored for the NFT ecosystem.
- **Research and data:** Ran competitive analyses and benchmarks against leading NFT platforms, tracked CSAT and NPS, and monitored Google Analytics to propose data-driven feature improvements.
- **Quality:** Performed User Acceptance Testing (UAT) for UI components in production to ensure quality and functionality.
- **Back Office:** Ran internal surveys on feature usage and pain points, expanded the design system, and worked with development on a component-based framework to streamline design-to-development.

UX/UI Designer

EVER MEDICAL TECHNOLOGY · HEALTHCARE | OCT 2021 – JAN 2022 (4 MO) | BANGKOK, TH

Healthcare platform with a blockchain backend for patient data security.

- Redesigned the core product UI with a focus on usability and modern aesthetics.
- Structured a scalable design system for long-term consistency and conceptualized internal survey UIs.

UX/UI Designer

CDG SYSTEMS · SYSTEM INTEGRATOR | APR 2020 – SEP 2021 (1 YR 6 MO) | BANGKOK, TH

Technology solutions for enterprise and government clients across multiple verticals, often several projects in parallel.

- Conducted user surveys and direct client interviews, and built lo-fi and hi-fi wireframes for user testing iterations.
- Co-developed a design system with engineering and authored user personas to communicate insights across teams.

UX Designer

TOSS (B BROTHER) · WEB DESIGN FOR ELECTRONICS MANUFACTURING | DEC 2018 – MAR 2020 | BANGKOK, TH

First UX role. Ran client interviews, applied design thinking, and built user flows and low-fidelity wireframes for electronics-manufacturing websites, with industry and behaviour research to inform design decisions.

Full-Stack Developer Intern

TELEINFO MEDIA · YELLOW PAGES | JUN 2018 — SEP 2018 | BANGKOK, TH

Front-end maintenance with Sass and live hotfix coding on the Yellow Pages site, plus back-end improvements on Joomla-based platforms.

SKILLS & TOOLS

UX: User research, usability testing, A/B testing, surveys, competitive evaluation, user personas, journey mapping, service blueprints, wireflows, screen flows, sitemaps, mood boards, information architecture, WCAG 2.1 and accessibility, card sorting.

UI: Design systems, design tokens, AntD framework, Storybook, interaction design, prototyping.

AI & data: AI/ML-driven UX, geospatial UI, data visualization, Hotjar, Google Analytics, CSAT, NPS.

Tools: Figma, Maze, Jira, GitLab, JSONBin, Notion, VS Code.

AI workflow: Claude, ChatGPT, Gemini, NotebookLM.

RECOGNITION

- **Shushi Tech Tokyo 2025** (May 8–10, Tokyo, Japan). Smart Forest Platform selected for a world-class technology showcase.
- **Thailand Carbon Neutral Network** (March 12, 2025). National recognition for climate-tech impact.

EDUCATION

B.Sc. Information Technology

Suan Sunandha Rajabhat University, 2015–2018.

Languages: Thai (native), English (professional written, conversational spoken).

CERTIFICATIONS

INTERACTION DESIGN FOUNDATION

- Conducting Usability Testing
- Become a UX Designer from Scratch
- Mobile User Experience (UX) Design

GOOGLE

- Gemini Certified Educator

SKOOLDIO

- Service Design Essentials
- Usability & Psychology for Digital Products
- Intensive UI
- Improving UX with Motion

ONGOING

- Plus 6 ongoing certifications across UX, design systems, and AI.