

# Sasirin Tanopajaisit (Nice)

## Senior UX/UI Designer



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📍 Asoke, Bangkok

🎂 Nov. 3, 1991

## WORK EXPERIENCE

### Senior UX/UI Designer Nov 2023 - Present

#### Allianz Ayudhya (Insurance)

- **Led user research and usability testing** to refine app experiences, ensuring intuitive and seamless user journeys
- **Designed and presented key features** for insurance agent iPad app and web-based back-office systems to support sales & benefit tracking
- **Optimized core features** of the insurance sales app, balancing user needs with business goals to enhance usability and efficiency
- **Customized and extended the Allianz global design system** as sole designer to ensure consistency and fit project needs
- **Collaborated cross-functionally with stakeholders, business analysts, developers, and QA** to align design with technical feasibility and business objectives
- **Mentored UX/UI interns and team members**, providing feedback and guidance to improve design quality and team growth

### UX/UI Designer Aug 2022 - Sep 2023 (1 yr 2 mos)

#### Oho Chat (Startup: Chat Management & CRM Software)

- **Developed core app features** for desktop and mobile version ex. Admin Role, Team, Onboarding, Auto-Assign, CSAT Dashboard
- **Conducted research** on app features and engaged with clients to align with users' requirements
- **Redesigned and restructured company's website** to prioritize user needs and highlight product solutions
- **Created UX writing system** ensuring consistent, clear, and user-centered messaging across interfaces
- **Designed graphics** for marketing team's social media post

### UX/UI Intern Apr 2022 - Jul 2022 (4 mos)

#### Zaapi (Startup: E-Commerce)

- **Conducted competitive research and in-depth feature analysis** to inform strategic UX decisions for UX Lead & CEO
- **Designed and executed usability tests**, delivering actionable insights that directly enhanced user experience and resolved key pain points

### Business Operations Coordinator 2016 - 2022 (7 yrs)

#### Chem Empire Co., Ltd. (Chemical Industry)

- Managed cross-departmental operations and led branding projects, driving process improvements and aligning marketing strategies to support business growth and client engagement

### Account Executive 2015 - 2016 (1 yr)

#### Thoth Media Co., Ltd. (Digital Agency)

- Led client communication and coordinated digital campaign delivery to achieve business goals

## EXPERTISE & SKILLS

UX/UI Design

Usability Testing

UX Writing

UX Research

Figma

Web Design

Graphic Design

Design Thinking

Agile & Scrum

Information Architecture

## CERTIFICATIONS

### UX Requirements Made Simple

Udemy (Mar 2025)

### Information Architecture Fundamentals

Udemy (Jan 2025)

### HTML+CSS for Front-End

SkillLane (Dec 2024)

### Getting User Insights Through User Interviews

Skooldio (Nov 2023)

### Usability Design & Psychology for Digital Products

Skooldio (Oct 2023)

### UX Writing

Skooldio (Feb 2023)

### Google UX Design Specialization

Coursera (Jun 2022)

## ACADEMIC EXPERIENCE



### Interior & Product Design

Chanapatana International Design Institute (2022)



### BBA, International Business (GPA 3.01)

Chulalongkorn University (2014)

## LANGUAGES

- Thai - Native
- English - Proficient (IELTS 7.5, TOEIC 880)