



Sasirin Tanopajaisit (Nice)

Senior UX/UI Designer



Portfolio
"sasirin.com"

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❤️ Nov. 3, 1991 (33 yrs)

WORK EXPERIENCE

Senior UX/UI Designer

Nov 2023 - Present

Allianz Ayudhya (Insurance)

- **Lead user research & usability testing** to refine the app experience, ensuring an intuitive and seamless user journey
- **Design and present key features** for the insurance agents' app and back-office system, supporting sales processes and benefit tracking
- **Optimize core features** of the insurance sales app, balancing user needs with business requirements to improve efficiency and usability
- **Collaborate closely with stakeholders, business analysts, developers, and QA** throughout the product development lifecycle to align design with technical feasibility and business goals
- **Mentor UX/UI interns and team**, providing design feedback and guidance to elevate design quality and team capabilities

UX/UI Designer

Aug 2022 - Sep 2023 (1 yr 2 mos)

Oho Chat (Startup: Chat Management 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 Internship

Apr 2022 - Jul 2022 (4 mos)

Zaapi (Startup: E-Commerce)

- **Researched competitors**, analyze app features, and provide insights for feature planning to UX Lead & CEO
- **Participated in usability testing** and formulate research questions to improve the user experience and address identified pain points

Executive Assistant

Sep 2016 - Dec 2022 (6 yr 4 mos)

Chem Empire Co., Ltd. (Chemical Industry)

- Managed overall marketing strategy, branding, and label design
- Involved in administrative, international procurement and business development coordination

Account Executive

Jun 2015 - Jun 2016 (1 yr 1 mos)

Thoth Media Co., Ltd. (Digital Agency)

- Presented and managed key clients and co-operate with developers to optimize and customize the products to meet the client's needs

EXPERTISE & SKILLS

UX/UI Design

Figma

UX Writing

UX Research

Usability Testing

Design Thinking

Web Design

Graphic Design

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

CIDI (Jun 2022)



BBA, International Business

GPAX 3.01

Chulalongkorn University (Jul 2014)

LANGUAGES

- Thai (Native)
- English (IELTS 7.5, 2020)