

Nadchanon Susutlerpanya

Senior UX/UI Designer

Senior UX/UI Designer with 8 years of experience and a front-end development background. Designs interfaces and ships them as production-ready code, including the motion work that time constraints usually cut. Comfortable owning a product end to end — research, design, and the build itself.

EXPERIENCE

Senior UX Designer — Orange Cap Innovative Co., Ltd.

Jan 2024 — Present

- Designed and built the Peach & Co. website entirely solo, from UI through to the code and every bit of motion.
- Designed and built SiEIC, a medical innovation registration platform, both the public site and a Payload CMS back office, working closely with the backend and infra teams. Designed the registration form as a 5-step flow with inline validation, constant progress status, and a final review step before submission.
- Designed and built a budget-based package picker for Sabuy Wedding, with filtering based on each user's criteria.
- Introduced a Design System used across projects, cutting UI revision time from 2 hours to 10 minutes.
- Mentored 2 junior designers through to Mid-level.
- Led design for SKILLKAMP (KBank), Gother, a liver-specialist back office for Chulalongkorn University, and a dental clinic platform integrated with ERP.

UX Designer — Orange Cap Innovative Co., Ltd.

Jun 2022 — Dec 2023

- Co-designed TAGTHAi (KBank), a travel app supporting Thailand's tourism ecosystem.
- Conducted onsite user research at WashXpress and designed the UI for its Wash-Dry-Fold feature.
- Designed the back office for a liver-specialist medical project at Chulalongkorn University.
- Ran user interviews, card sorting and usability testing, and built the IA, user flows and prototypes.

UX/UI Designer & Project Manager — Playwork Co., Ltd.

May 2018 — May 2022

- Owned design work while coordinating across developers, testers, accounting, management and external agencies.
- Covered the full process from empathy maps, user interviews and personas through to prototypes and usability testing.

Software Engineer, Front-End — THiNKNET Co., Ltd.

Aug 2016 — Jan 2018

- Built front-end interfaces with React, HTML and CSS.
- Worked in an Agile (Scrum) team.

SELECTED PROJECTS

Peach & Co. · SiEIC · Sabuy Wedding · SKILLKAMP by KBank · TAGTHAi · Gother · Talk to PEACH · WashXpress · Liver specialist back office (Chulalongkorn University) · Dental clinic platform

EDUCATION

Computer Science
King Mongkut's Institute of Technology
Ladkrabang (KMITL)
2012 — 2015

SKILLS

Research & Analysis

- Design Thinking
- User Interview
- Empathy Map
- Persona
- User Journey
- Information Architecture
- Card Sorting
- Usability Testing

Design

- Usability Heuristics
- Design System
- Laws of UX
- User Flow
- Prototyping
- Figma

Front-End

- React JS
- HTML
- CSS
- JavaScript

Soft Skills

- Principle-driven feedback
- Dev-fluent communication
- Requirement discovery
- Data-led iteration
- Deadline prioritization