Pattachida Janevanichkhun

UX/UI • PRODUCT DESIGNER

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SUMMARY

Mid-Level UX/UI Designer with 2 years of experience building data-driven design systems that measurably reduce dev friction and increase engagement. Strong foundation in user research methodology and Figma-based system architecture.

WORK EXPERIENCE

UX/UI Designer

Realist Solution Co.,Ltd (Bangkok, Thailand) *Sep 2024 - Present*

- Design System & Token Architecture — Architected a bilingual (EN/TH) Figma design system from the ground up, using atomic design tokens to standardize UI across multiple product surfaces and cut developer clarification cycles by 30%.
- Conversion Optimization — Diagnosed funnel drop-offs through Microsoft Clarity heatmaps and session recordings, then redesigned the lead submission flow — lifting form submissions 12% and user engagement 15% within 6 weeks of launch.
- Iterative Problem-Solving — Re-engineered a search overlay flagged as a cognitive-load bottleneck in Clarity session data, replacing it with a 2-step relational filter that recovered 95% of previously dropped interactions.
- Engineering Partnership — Embedded with engineering during integration testing to validate HTML/CSS layouts and JSON token structures, achieving 100% design-to-code fidelity at launch.

Au Pair (Exchange Cultural Program)

Langenhuizen Family ('s-Hertogenbosch, Netherlands) *Sep 2023 - Aug 2024*

- Developed strong cross-cultural communication, adaptability, and problem-solving skills while living and working in a fast-paced, multilingual environment in the Netherlands.

Urban Planner (Contract)

PSK Consultants Co.Ltd (Bangkok, Thailand) *Dec 2021 - Mar 2022*

- Analyzed data and authored reports for the comprehensive urban development plan for Buriram province.
- Coordinated stakeholder engagement across government agencies, private developers, and community groups.

Urban Planner (Internship)

National Housing Authority (Bangkok, Thailand) *Jun 2021 - Aug 2021*

- Assisted in developing the master plan for the Din Daeng Community land rehabilitation project.
- Conducted field research and user observation, engaging directly with residents to gather feedback on development plans.

SKILLS

User Research & Usability Testing: Surveys, Interviews, User personas, User-centered design, Prototyping
Design & Strategy: UX/UI design, Information architecture, Customer journey mapping, Accessibility (WCAG)
Wireframing & Prototyping: Figma, Webflow (interactive mockup & responsive layouts)
Visual Design: Adobe Photoshop, Adobe Illustrator
Agile Methodology: Design system, Developer handoff, Basic HTML/CSS/JSON
Data & Analytics: Google Analytics, Microsoft Clarity
Soft Skills: Communication, Collaboration, Problem-solving, Time management

EDUCATION

Bachelor of Urban Environmental Planning and Development

Thammasat University, Thailand | 2017 - 2021

- GPA 3.37 Second Class Honors
- Relevant Coursework: Human-Centered Design, Design Thinking, Environmental Psychology, GIS
- Capstone Project: Designed a community engagement for public feedback on urban development projects.
- Core Skill Developed: Research & Stakeholder Management, Data Analysis, Project Management, Problem-Solving

CERTIFICATES

Certificate of Completion: AI Fluency Framework & Foundations — Anthropic | June 2026
Next-Gen Career Navigator: Europe Edition — Competently | Feb 2026
Advance Workshop : Design System [One-to-Many] — DAY 1 | Aug 2025
Advance Workshop : Master UI Design — DAY 1 | April 2023