

SUTSAREEYA KHARAWAVUTTIKUL

Engineering graduate skilled in product and ad design, driving digital transformation. Blend of tech and business expertise, applying data-driven strategies for significant product growth. Proficient in front-end development, UX design, and marketing.



Bangkok - Wattana
(+66) 909517983
Sutsareeya.k@gmail.com

BenefitOne Thailand — *IT Project Manager*

AUG 2023 - PRESENT

- Spearheaded software development and implementation projects, consistently meeting project timelines and quality benchmarks.
- Vigilantly monitored project progress to ensure milestones were met and promptly addressed any arising challenges.
- Orchestrated and facilitated key client meetings, adeptly documenting and relaying client requirements to the global development team.

HDmall - Health didi, Remote — *Product Designer*

SEP 2021 - MAY 2023

- Conducted extensive market research and competitive analysis to identify key trends and opportunities
- Led the design and development of new features to increase daily active customers
- Conducted user research and analyzed data to improve product design and user experience continuously
- Worked closely with sales and marketing teams to develop go-to-market strategies and launch successful products features and deals

HDmall - Health didi — *Senior Designer*

NOV 2019 - AUG 2021

- Led product design efforts for a healthcare e-commerce company, responsible for designing landing pages, mobile app interfaces, and other digital products
- Developed and maintained the design system and style guide to ensure consistency across the platform. Conducted user research and testing to validate design decisions and improve user experience
- Created and presented design concepts to stakeholders, incorporating feedback to refine designs

Between - VCNC — *Visual and commercial Designer*

FEB 2017 - MAY 2019

- Handle all SEA and USA Advertisements from creative, design, and performance evaluation. Conceptualized and created in-app promotional designs to push premium subscription and sticker sale models, the main revenue source that doubled in the last 6 months.
- Developed visual identities and branding guidelines for clients, resulting in a 40% increase in brand awareness. Create animated designs for in-app and digital marketing campaigns and social media content and achieved over 4 million viral video views for content that communicated the value to target users.

SKILLS

Strategic Thinking & Project Management

Agile - Scrum - Risk Management

User Research & Data Analysis

Excel - PowerBI - GA - SQL - Python - UX research - Hotjar

Product Design & Development

Sketch - Figma - Adobe Creative

Web Dev Technical Proficiency

HTML - CSS - JavaScript

Cross-functional Collaboration

EDUCATION

Master of Global Management, [Tongji University],

Shanghai, 2021 - 2023

Bachelor of Mining and Petroleum Engineering, [Chulalongkorn University],

Thailand, 2014 - 2017

LANGUAGES

Thai (Fluent)

English (Professional)
TOEIC 890 TOEFL 80

Chinese (Basic proficiency)

