



ASAMAPORN SUVANAWONG

UX DESIGNER / PROJECT MANAGER

CONTACT

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ABILITY

- Skills**
 - | Design Thinking
 - | Project Management
 - | Agile Management
 - | Facilitator
 - | UX Research | UX Designer
 - | Prototyping
- Toolsbox**
 - | Sketch | Figma
 - | Invision | Zeplin
 - | Overflow
 - | Microsoft Office
- Social Events**
 - | UX Association member (Events coordinator between UX staff and sponsors)

EDUCATION

- MASTER DEGREE**
[2014 to 2015]
Management Science in Project Management
Lancaster University,
Lancaster, United Kingdom
- BACHELOR DEGREE**
[2009 to 2013]
Engineer in Information Technology,
King Mongkut's Institute
Technology Ladkrabang,
Bangkok, Thailand
(Second class of honor)

Senior research project entitled:
"Delay Equalizer of video test
signal using Bernstein
Polynomials"

Attended to Electronic Club

OBJECTIVE

Everything has changed rapidly. So I aim to be a resilient person who actively adapts and applies products/services with a better experience for targeted customers. Every skill and mindset from my various positions can support me to provide deliverables with user empathy.

WORK EXPERIENCES

- Freelance | December 2020 to Present**
PROJECT MANAGER
| **Telecommunication Project**
Coordinate between Canadian and Thai companies to test integrated systems based on user experience, cultural differences and political guideline for both citizen and officers
- Four Digit Thailand (Bangkok, Thailand) | September 2020 to December 2020**
PROJECT MANAGER AND UX STRATEGIST
| **Insurance Website for selling online product**
Managed timeline and requirements, collaborated between development teams to provide deliverables on time, and also supported analyzing research team for visual design development
- Bank of Ayudhya Public Company Limited. (Bangkok, Thailand) | April 2016 to August 2020**
UX RESEARCHER | FACILITATOR
| **Robo Advisory Project** | January 2018 to April 2018
Interviewed targeted customers to build various kinds of personas, journeys as information for ideation workshop to obtain new features and then provided the wireframes

UX RESEARCHER
| **Customer Experience** | September 2017 to December 2017
Conducted usability test on Bill Payment journey, built personas for Mass segment based on focus group data and information workshop analysis on digital bank machine for digital branch improvement.

UX RESEARCHER | UX DESIGNER | INITIAL UI | FACILITATOR
| **Digitalization for Mortgage loan Project** | April 2017 to August 2020
Phase 1 : Targeted customer and product research
Visualized Business Owner visions to explore targeted users for new digital products based on user research and testing before conducted workshops from ideation to inception for project direction and planning

Phase 2 : Design Application
Mainly focused on persona, user journey along with the initial interface, then designed and tested to produce Internal Application for Sale Agents called Di-Sales.

Related Award :
- **Winner of Outstanding Customer Service Transformation**
[Global Retail Banking Innovation Award 2019]
- **Winner of Phygital Distribution & Experience**
[Customer Insight & Growth Banking Innovation Award 2019]
- **Best Productivity, Efficiency and Automation Initiative, Application or Programme** [The Asian Banker 2018]

EDUCATION

SCHOOL

[1999 to 2008]

Kasetsart University Laboratory School, Center for Education research and Development, Bangkok, Thailand

WORK EXPERIENCES

Phase 3 : Research for expanding journey

Explored property developers as secondary users as well as some partners to simplify the front stages of the journey to delight customers in each step of buying a mortgage.

Phase 4 : Enhance opportunities via application

To expand Di-Sales application across different products, there was an exploration of existing journeys of personal loans and business banking loans. And then conducted inception workshops for related stakeholders.

PROJECT MANAGER OFFICER

| **Business Transformation** | April 2016 to October 2017

Supported Line Manager to monitor 4 projects in Business Transformation Program and facilitate committees (Business Strategy, Marketing Strategy and Customer Experience)

JUNIOR PROJECT MANAGER

| **SME-S Process Improvement Project** | April 2016 to December 2016

Managed and facilitated various teams, which supervised by a senior project manager, to obtain requirements and provide deliverables for both stakeholders and Bank of Thailand (BOT)

 Lancaster University Enterprise Center (Lancaster, UK) | May 2015 to July 2015

PROJECT MANAGER TRAINEE

| **Data Visualization Consultancy Project**

Cooperated with Enterprise Center to deliver data visualization program for internal work

 Nature Lakeland, Non-profit company (Cambria, UK) | January 2015 to March 2015

PROJECT MANAGER TRAINEE

| **Market Strategy Project**

Worked as consultant project for Nature Lakeland to deliver a market strategy to increase income

 Lancaster University (Lancaster, UK) | October 2015 to December 2015

PROJECT MANAGER TRAINEE

| **Project for Project Management School**

Collaborated with team to provide project management preparation and initial strategy to promote Project Management course in Norway

 IBM (Bangkok Thailand) | April 2012 to June 2012

INTERNSHIP

| **Network Project** | April 2012 to June 2012

Supported Network Engineering team to deliver projects, Student Intern Program in Department of Computer Network