



Jirayu
**JIRAYU
WONGPAKDEE**

**RICH EXPERIENCE ACROSS DIGITAL
DESIGN IN VARIETY OF INDUSTRIES AND
VARIETY OF TEAM FORMATS
INCLUDING AGENCIES, STARTUPS AND
IN-HOUSE TEAM.**

CONTACT

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SKILLS SET

PEOPLE MANAGEMENT

Work in building the structure, processes and culture needed.

DESIGN PROJECT MANAGEMENT

Work with plan and execute a project using agile project management approached with gathering insight process, UX design process and idea creation process.

ESSENTIAL HARD SKILLS

Create products that provide excellent user experiences, engaging visuals and easy-to-use features. Know the necessary skills for product design and how to apply them into project; Functional Design, Experience Design and Aesthetic Design.

ESSENTIAL SOFT SKILLS

Always develop my soft skills as behavioral and attitudes. I know the important of contribution to the well-being of colleagues and the work environment which can also provide good results for the company; Empathy, Creativity, Over-Communication, Systematic thinking, Emotional intelligence and Breakdown Complexity

EDUCATION

SILPAKORN UNIVERSITY May 2010 – May 2014
BACHELOR'S DEGREE OF DESIGN GAME MAJOR
Faculty of Information and Communication Technology.

CURRENT WORK EXPERIENCES

freshket

FRESHKET

Jan 2023 – Present

PRODUCT DESIGN LEAD

Experience product design lead at Freshket in Product team. Freshket is the startup that provides value by running a tech-enabled B2B, B2C food supply chain platform simplifying the raw material procurement process for families and restaurants and also helping local suppliers. Freshket also simplifies accounting, procurement and even demand-forecasting for restaurants with its tech!

- Leading product design team of 6 team members (Product designers, Researchers and Copywriter) and build design team career & competency.
- Work with PO on problem clarify and user impact of projects and effort estimation.
- Work with business unit, CEO, CTO and internal users to align the product direction.

DESIGN SPRINT & DESIGN FUNDAMENTAL

2018 – Present

INSTRUCTOR & FACILITATOR

I'm an instructor to share knowledge that focus on The 5 main principles of design thinking process. There are many important principles within UX/UI design but to simplify things a bit, we've broken them down into 5 main concepts: Empathy, strategy, usability, inclusivity, and validation.

- I was special guest lecturer for 2nd years collect student for UX/UI design fundamental class at King Mongkut's University. Developed and facilitated a 10-week course aimed at equipping students with essential skills in UX/UI and product design. Provided practical, hands-on experience in applying key product design theories, including user personas, empathy mapping, problem identification, and solution ideation techniques.
- I worked for the prototype and user testing class at Cratfig design school.

DESIGN CONSULTING & DEVELOPMENT

2014 – Present

CONSULT FOR DESIGN PROJECT

I'm a self-employed freelancer to consult that works on design projects for business clients. I specialize in a specific field, such as UX/UI design, UX principles, Behavioral design, Design sprint and Design system.

WORK EXPERIENCES

TEAM LEAD, MANAGEMENT | UX PROCESS, UX UI DESIGN | CONSULTING | UX STRATEGY

Works
WORK
EXPERIENCE

WORK EXPERIENCES



OGILVY & MATHER

EXPERIENCE DESIGN MANAGER

Jan 2022 – Dec 2022

Experience design manager at Ogilvy & Mather in Technology team. Ogilvy & Mather is advertising, marketing, and public relations agency. We design the brand; turn the brand into an experience, communicate the brand's story. Make brands matter.

- Leading UX design team of 4 team members and build design team career progression plan.
- Leading UX research and both online and offline strategies for client projects and coaching the team to execute on product pitch.
- Work with PM on project package and project effort estimation
- Work with UI team to align on UX strategies and deliver impactful final design to clients.



THE 1 CENTRAL

Feb 2021 – Dec 2021

UX UI DESIGN LEAD

- Build team from scratch to 8 designers and coaching them to transform the design team from being a central design resource to dedicated product designers in 7 product scrums.
- Constantly improve design working process between PMs, POs and designers.
- Lead The1 App design direction by setting the design system and design modular component library increasing efficiency and consistency across product.
- Working with business team to create high level design direction.
- Managing design team budget.



LINEMAN, TH

PRODUCT DESIGNER

May 2020 – Feb 2021

Design LINEMAN Mini App, an integrated service aim to expand to non-app platform audience.

- Optimize experience for LINEMAN Rider App by executing various features including auto assign, heat map, incentive level, integrated chat, pinned lean-plum and submit ticket.
- Redesign help center website for LINEMAN Rider, aiming to provide answers to the users as quick as possible.
- Work on design system for LINEMAN Mini App and LINEMAN Rider Website.



MORPHOSIS APPS

May 2019 – May 2020

UX UI DESIGNER

Responsible for end-to-end design process including client-front tasks, research, UX/UI design, prototype, style guide for various projects, including GoGoJii, a booking travel platform, The Shots, a stock photo website and WYKR, C2C recruiting platform.



SCG DIGITAL TRANSFORMATION

Jan 2018 – Apr 2019

UX UI DESIGNER

Working as the only designer for over 15 startup teams from various industries, I was responsible for end-to-end product design and branding design and also act as a design consultant



CJ WORX

Feb 2018 – Dec 2018

UX UI DESIGNER

Heavily focus on designing creative solutions and interaction for campaign websites and mobile apps. Projects include The Line Sathorn creative website, Bear Band mother's day campaign website.



HUA LAM PONG

Apr 2014 – Feb 2018

FOCAL SOLUTION

FIRE ONE ONE

UX UI DESIGNER

Design digital interface for various platforms including interactive kiosks, websites, mobile apps. Projects include SF Cinema ticket Kiosks, SB Furniture website, Burger King food ordering mobile app and Maxx Fitness photo shoot art direction and web design.

HIGHLIGHT PROJECTS

TEAM LEAD, MANAGEMENT | UX PROCESS, UX UI DESIGN | CONSULTING | UX STRATEGY

Projects
HIGHLIGHT
PROJECTS

THE 1 CENTRAL

Loyalty Program Platform with Special Privileges

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION
TIME 1 YEARS

The 1 Central Application, I managed design team and constantly improve design working process on special privileges and features designed to enhance convenience and cater to The 1 members' needs. I worked with business team to create high level design direction to serve OKRs company.

LINE MAN & WONGNAI

Food Delivery Platform

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION
TIME 8 MONTHS

Design LINEMAN Mini App, an integrated service aim to expand to non-app platform audience and optimized experience for LINEMAN Rider App by executing various features including auto assign, heat map, incentive level, integrated chat, pinned lean-plum and submit ticket also worked on design system for LINEMAN Mini App and LINEMAN Rider Website.

FRESHKET

Food Supply Chain Platform

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION
TIME 1 YEARS

Leading product design team of 6 team members (Product designers, Researchers and Copywriter) and build design team career & competency. Worked on 9 domains;

- **Commercial**
 - **Order management system** E-Commerce Website/ Application)
 - **Sales Management** Sales & Customer Relationship
- **Supply Chain Management**
 - **Warehouse & Inventory operation** Fulfillment & Inventory Management
 - **Logistic operation** Transportation & Storage
 - **Merchandize & Supply operation** Product & Buying Strategies
- **Finance** Accounting & Financial System
- **Customer Support** Manage Customer Satisfaction
- **Identity & Access Control** Staff Access Management
- **Messaging & Notification** Manage Communication Channels (Ads Marketing)

PRUAKSA REAL ESTATE

Context Website Platform

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION
TIME 8 MONTHS

I mentored to designer to discover the strategy and UX/UI design Pruksa website for increase brands awareness and increase booking conversion rate and cover the present with clients.

SB DESIGN SQUARE

Reservation App, Sale Force App and Management Website

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT
TIME 3 MONTHS

SB Design Square is a big brand for furniture supply in Thailand. I was lead of UX UI Design of end Customer Application, Sale Force Application and Admin website. I started from workflow, Wireframe and Design. Also I attended the meeting as design part for get requirement and participate workshop.

KONCEPT DESIGN SQUARE

E-Commerce Furniture Website

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT
TIME 2 MONTHS

Koncept Brand is a small brand where is in SB Design Square who is a big brand about furniture supply in Thailand. I was lead of UX UI Design of E-Commerce website. I started from workflow, Wireframe and Design. Also I attended the meeting as design part for get requirement and participate in workshop

DHL THAILAND WEBSITE

Leader in the logistics industry

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT
TIME 3 MONTHS

One of my freelance project that I'm so proud because DHL is the big brand in the global market leader in the logistics industry. DHL commits its expertise in international parcel, express, air and ocean freight, road and rail. I worked on UX UI Design part in this project. Started on Research Data / Sketching / Wireframe / Wire flow / Prototyping / Art-Direction / Design User Interface / Testing.

SF CINEMA

Movie Ticketing Kiosk

TASKS UX UI DESIGN PRODUCTION

TIME 1 MONTH

I got opportunity for co-working with SF Cinema who is big brand of movie cinema in Thailand. I designed UX and user interface of movie Ticketing Kiosk. It was designed to provide a better self-service ticket solution for the entertainment industry. So they still use ticketing kiosk till now.

MG CARS

Context Platform Website

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION

TIME 1 MONTH

I mentored to designer to discover the strategy and UX/UI design MG cars website for Increase brands awareness and increase booking conversion rate and cover the present with clients.

TTB BANK

Context Platform with Key Features to Increase Brands Awareness and Increase Conversion Rate from Booking

TASKS TEAM LEAD MANNING PEOPLE MANAGE EXPECTATION

TIME 4 MONTHS

I mentored to designer to discover the strategy and UX/UI design MG cars website for Increase brands awareness and increase booking conversion rate and cover the present with clients.

THE LINE SATHORN BY SANSIRI

Website for Support Selling Campaign

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 2 MONTHS

One of my master piece that I proud to present. The Line at Sathorn is a condominium project, developed by Sansiri, Who is one of biggest in Thailand. I worked on design UX, Concept design website and design user interface. And also attended the meeting with clients.

MUSEUM THAILAND

Provide Information of Museums in Thailand

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 2 MONTHS

Museum Thailand Application is information provider around 200 museums in Thailand. Main feature is graphic route where user can walk through in the museum and explore the information in application. I researched and got information by myself and designed all graphic design and user interface. Also I attended the meeting as design part for get requirement and I participated in workshop to test and go through how to use with employers of headquarter office.

BEAR BRAND

Website for Support Mother Day Campaign

TASKS RESEARCH IA UX UI DESIGN DESIGN CONSULT

TIME 1 MONTH

Bear Brand is a powdered milk drink brand. It is available in most areas of Southeast Asia. I worked on website campaign. It launched on Mother Day 2017. Main concept is Bear Brand printed the messages on paper box wrap. I worked on design user interface mainly.

SCB EASY BUDDY

Tracking Time and Reporting Platform

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 2 MONTHS

SCB Easy Buddy system is tracking work time platform. It was used by buddy who is reception in front of each branch. I worked on workflow, wire framing and design user interface of application that buddy use. And also website for admin and supervisor use for tracking and report.

STARTUP BY SCG DIGITAL TRANSFORMATION

Mentor and Lead of UX UI Designer Part

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 1.5 YEAR

When I worked at SCG Digital Transformation, Who is subsidiary of SCG Corporate. They have program for investing and leading business conglomerate with emphasis on innovation and sustainability. I worked on design AddVentures Website that is corporate - Startup partnership and transform industries together. and I worked for many projects as a lead of UX UI Design.

- **Roots** who is online trusted industrial sourcing platform, which is fast, easy and transparent.
- **Better** Box is an alternative solution to provide easier access to the better-for-you snack for office employees.
- **CoCoon** is a dairy cow farm solution platform that changes working style of dairy cow farms and partners to increase milk production by customized nutrition design and manage farms efficiently through notification and database analytics.
- **Eafy** helps entrepreneur promote their products/services through an army of referrers who get paid upon a predefined actions.
- **Dezpax** is the most convenient e-commerce platform for Food delivery packaging with unique Brand identity
- **Rudy** is sales automation and CRM solution for building materials dealers to increase sales both at site and at store.
- **MeZ** is a Farm-to-Hand Fruit Platform that connects fruit farmers and consumers for great fruits, with great origin and great price.

BURGER KING

Food Delivery Service Application

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 1 MONTH

Burger King is an American multinational chain of hamburger fast food restaurants. They is big brand in Thailand. I worked on design Ordering Application covered UX design and also concept website design and graphic design as well.

VIRGIN ACTIVE

The best fitness club in Bangkok.

TASKS RESEARCH IA UX UI DESIGN DESIGN CONSULT

TIME 1 MONTH

Virgin Active is workout place in anywhere, anytime, anyway. I started from getting requirements and then create all function base on UX. Also I designed the wireframe and wire flow as well.

THONBURI HOSPITAL

Connected with Your Doctor Anytime Application

TASKS RESEARCH IA UX UI DESIGN MICRO INTERACTION

TIME 2 MONTHS

Thonburi Hospital had been launching the tools for patient who stay at home. they can see the doctor by calling / face-time and booking the doctor's schedule. I started from objective of clients, research user / wireframe / art-direction / design user interface / prototyping for presentation

MAXX FITNESS WEBSITE

The Big Gym at Chaung Mai

TASKS UX UI DESIGN PRODUCTION

TIME 1 MONTH

Maxx Fitness is fitness business where is top floor at MAYA, Chiang Main. They have the best equipments for exercise. I worked on concept website for guideline the design. I had to go to Chaing Mai for survey location and insight of gym. And I was one of production team for shooting the photos that use in website. That's why I had to start from setting the concept design and website guideline.

HOMEPRISE

Home Decoration Application

TASKS RESEARCH IA UX UI DESIGN DESIGN CONSULT

TIME 2 MONTHS

Homeprise is where individuals who are passionate about technology and home decoration get together to build a platform. I started from getting requirements and then create all function base on UX. Also I designed the user interface and brand corporate identity of Homeprise Application as well.

MAYA WEBSITE

Maya Lifestyle Shopping Center

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT

TIME 3 MONTHS

Maya Lifestyle Shopping Center is a world-class shopping mall and urban lifestyle hub in the Nimmanhaemin district of Chiang Mai. I started from business background of clients, research user / wireframe / art-direction / design user interface

THE SHOTS

Stock Photography, Footage Website

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT

TIME 3 MONTHS

The Shots is provider of stock photography, stock footage brand is subsidiary of Shutterstock. I worked on design user interface part. I started from design system to set elements and every componancts.

GOGOJII

Advanced Booking System

TASKS RESEARCH IA WIREFRAME UX UI DESIGN CONSULT

TIME 1.5 MONTHS

Gogojii's advanced booking system can fulfill all your travel needs. This platform is truly a portal to a world of amazing possibilities with flights, hotels, car rentals and attractions. I worked in workflow, Concept design and Design system. I attended the meeting with clients for getting feedback and application is just launched on early this year.