



SAICHON SOMKIDSAMER

UX/UI DESIGNER

SINCE 2012 - PRESENT

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www.saichonsdesign.com

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S PROFESSIONAL SUMMARY

Specialized in strategic planning and solution development for projects, products, and campaigns, with over 10 years of experience working with B2B, B2C, and government clients.

S PROFESSIONAL SKILLS

Proficient in translating user requirements into feature/function analysis and workflow planning (As-Is & To-Be) to design effective UX wireframe solutions. Experienced in collaborating with teams and clients to define a clear and actionable scope of work.

S PROBLEM SOLVING

- Business Competition
- Business Process / Workflow
- Feature & Function Solution
- User experience & journey
- Learnability
- Efficiency
- Memorability
- Satisfaction

Initiation > Analysis > Design > Closure

Responsible for tracking and updating project progress, and for collaborating and communicating with cross-functional business teams.

S WORK EXPERIENCE



S EDUCATION

June 2008 - March 2012

**Kasetsart University,
Sri Racha Campus**

Bachelor's Degree: Information Technology | GPA 3.49

May 2005 - March 2008

Chonkanyanukool School

High School: Science - Math | GPA 2.90

S UX/UI PROJECTS FOR PROBLEM SOLVING

Website
Responsive

100+

Application
IOS & Android

12

CreativeDesign
Graphic

70+

Solve problems for clients
B2B, B2C and government

40+



Enterprise Software Solution

B2B, B2C and government

- ✓ E-Document Management System
- ✓ Content Management System
- ✓ Report Management
- ✓ Meeting Room Booking
- ✓ HR Management
- ✓ Learning Management System
- ✓ Form Management
- ✓ Customer Relationship Management

- ✓ Install Software Automation
- ✓ Element Management System
- ✓ BMTA Contract System
- ✓ Litigation & Monitoring
- ✓ Accounting course Management
- ✓ Service Level Agreement
- ✓ Runsheet

Sales & Service
B2B, B2C

- ✓ Product Catalog
- ✓ Selling Management
- ✓ Order Management
- ✓ Chat & Workflow
- ✓ Inventory Management
- ✓ After Sale Service

Maketing
B2B, B2C

- ✓ Website System
- ✓ Sale Page
- ✓ Landing Page
- ✓ Digital Marketing
- ✓ Advertising
- ✓ Magento eCommerce

Airport
B2B, B2C

- ✓ Airport Info
- ✓ Airport Wifi
- ✓ Pickup Counter
- ✓ Hotel & Flight Info
- ✓ Plane ticket

Other
B2B, B2C

- ✓ Donate to charity
- ✓ Recruitment Centre
- ✓ Recommended Movies
- ✓ Massage on Demand
- ✓ Exercise Timer
- ✓ Car Leasing

AI (Artificial Intelligence)
B2C

- ✓ AI tools for advertising agencies
- ✓ AI widgets for website
- ✓ AI generated food menus

- ✓ AI image search for event photo collections
- ✓ AI-based home recommendation based on lifestyle
- ✓ AI solutions for cosmetic surgery planning and simulation

Creative Design

UI KIT, Design System

Logo

J-Flag

Business Card

Storyboard

Packaging

Artwork

Infographic

Character

LINE Rich Menu

Present Template

S TECHNICAL SKILLS

- Requirement Analysis
- Business Workflow Analysis
- BPMN Diagram
- Leadership
- Technical & Logical
- Problem Solving
- UX Design (Backend)
- UX Design (Frontend)
- UI Design (Responsive / App)

- Feature & Function Analysis
- Collaborate & Communicate
- Information Architecture
- Creative Design
- Tracking project progress
- Bootstrap Framework
- Data Analysis
- Ionic Framework
- HTML & CSS

S SOFTWARE SKILLS

- Axure RP
- Sketch App
- Figma
- Invision
- Adobe Photoshop

- Adobe Illustrator
- Adobe XD
- SharePoint Designer
- SharePoint Branding
- Wordpress

Last updated: July 27, 2025

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