

Pushida Najarn

Bangkok, Thailand, +66 87 9069666 [TH] +44 79550 64870 [UK], Pushida.n@gmail.com

LINKS

[Linkedin](#), [Pushidasign.co](#)

PROFILE

UX Designer with passionate and experience in designing user-centered digital products. Proficient in user research, wire-framing, prototyping, and user testing. Strong understanding of design principles, accessibility standards, and agile methodologies.

WORK EXPERIENCE

May 2022 — Sep 2022

User Experience Designer [Contract]

Harlaxton Manor, UK

- Conducted user research, wire-framing, and prototyping to develop user-centered designs for Christmas event at Harlaxton.
- Collaborated with cross-functional teams, including product, engineering, and design, to ensure a seamless user experience.
- Utilised usability testing to validate design decisions and gather user feedback, leading to improved and increased user's satisfaction.

Jul 2019 — Present

Freelancer (Graphic Designer and Content Creator)

Bangkok, TH

- Designed and created 5-10 advertisements or contents per week for different social media platforms, including branding, identity, and story-telling content.
- Effectively packaged and optimised presentations for the highest client satisfaction. For example, achieved an organic of shared content over 1,000 shared for Where&Why Co. Project.
- Developed and re-designed clients' website layout, which improved user experience and satisfaction by 10-20%

Jan 2020 — May 2020

Graphic Designer and Content Creator (Contract)

GAT International, TH

- Overall in charge of art direction and design layouts for SETA campaign, including advertisement (online and offline), social media content/posts. Achieved an organic growth of 2k followers on fanpage throughout the work period.
- Worked together with team and outsource to design an infographic and brochure for the campaign, which was sent to over 500+ clients and consumers

Jul 2018 — Nov 2018

Art Director [Internship]

The Leo Burnett, TH

- Analysed the achievements and failures of consumer's trend efforts using data analytics
 - Collaborated with the senior designer and creative team to generate/ brainstorm ideas, produce brand-aligned, engaging content for social media platforms for MK brand, resulting in a 35% increase in interaction across platforms.
 - Enhanced the brand identity of clients by advising and implementing design concepts, typography, colour theory, and composition in their marketing materials.
-

EDUCATION

Oct 2021 — Nov 2022

MSc User Experience Design, Loughborough University

Loughborough, UK

(Merit) Relevant Coursework: Experience Design, Usability-Principle and practice, UX design for Advanced Technology ; Operating Systems; Algorithms; Artificial Intelligence

Jul 2016 — Jul 2019

BA in ICT: Advertising , Slipakorn University

Nonthaburi, TH

Graduated with second honors (GPA;3.45)

SKILLS

User research: Conducting interviews, surveys, and usability testing to gather insights and inform design decisions.

Interaction design: Creating wireframes, prototypes, and high-fidelity mockups. | Figma, Adobe suite, Marvel App