

Chanasorn Sornsukolrat

UXUI Designer

11 April 1995 Bangkok, Thailand / THAI

www.chanasornsornsukolrat.site

About

I am driven by Design Thinking and a commitment to User-centered design. I dedicate myself to uncovering deep insights that transform hidden problems into breakthrough innovations and strategic brand opportunities.

Work Experiences

- 2024-** **Associate Product Designer**
Infinitas By Krungthai Company Limited
Business Innovation Team, focusing on Digital Experience and Platform Monetization
Managing end-to-end product delivery by partnering with Product Owners to drive early-stage strategy and conceptual UX/UI frameworks, synchronizing design and development teams to ensure core business alignment throughout the process.
- 2022- 2023** **Product Designer**
Delta Dynamics (DDX) Company Limited
Advocating for end-users by crafting high-impact digital experiences while partnering with cross-functional teams and stakeholders. Promoting the strategic value of UX to drive business growth and mentoring teams on Agile and Lean design principles to optimize delivery.
- 2021** **UXUI Designer**
Freelancer
- 2022- 2023** **Real Estate Internship Analyst**
Jones Lang Lasalle (JLL) Thailand, Research and Consulting Department
Managing comprehensive property data through analysis and developing high-level feasibility studies for large-scale assets to drive informed investment decisions.
- 2019- 2020** **Landscape Architect**
Land Process Company Limited
Leading research, analysis, and design while managing project's construction processes, and strategic development.

Education

- 2021** **HTML Essential Training Course**
Foundation Of Website And Web Application Development Course By LinkedIn
- 2021** **Coursera Google UX/UI Design Specialization Certificate**
7 Google UX Design certificates covering end-to-end research, wireframing, prototyping, and iterative testing
- 2022- 2023** **Faculty of Architecture, Chulalongkorn University**
Department of Landscape Architecture
Specializing in design thinking and spatial analysis, with a core focus on strategic landscape design.

Awards & Archeivement

- 2018** **Top 28 Shortlisted**
IFLA International Federation Of Landscape Architects Design Competition - Urban Resilience
- 2015** **First price Award**
Q House Co, Ltd - The Trust Public Park Planing Competition

Other Experiences

- 2018** **New Gwanghwamun Square International Design Competition**
Seoul Metropolitan Government Project / Shma Co, Ltd
- 2017** **International workshop on Urban Landscape 2017 (IWUL)**
University Of Seoul, Seoul, South Korea

Skills

Expertise

Product Strategy
Problem, Features Framing
User Research
Information Architecture

Journey, Service Design
UX Interaction Design
Design System
Stakeholder Management

Software

Figma
Adobe Creative Cloud
Miro / Jira
Ai, Claude design

AutoCAD
Rhinoceros
Sketchup
Microsoft Suite

Contact

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Interests

Design, Art
Branding Experience
Customer Experience
Psychology

Architecture
Urbanization
Culture and Society
Languages

Languages

Thai (Native)

English (TOEIC 880)
Korean (TOPIK Level 4)
(SU KAP200 Level 7)