

THITIRAT KITTIKORNVANICH

UX/UI, GRAPHIC DESIGNER

CONTACT



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kikiandt.info



Lonsdale St. Melbourne VIC

SKILLS

Figma / Framer / Axure RP / Adobe XD /
Illustrator / Photoshop / InDesign / After
Effects / Procreate / Keynote / Miro /
Microsoft Office

Design thinking, User Research,
Wireframing, Prototyping, Interaction
Design, UI Design, Visual Hierarchy, Design
Systems, Accessibility (WCAG), Usability
Testing, Graphic Design

EDUCATION

Bachelor of UX Interaction Design
Swinburne University
2023-2025

Bachelor of Visual
Communication Design
Silpakorn University
2016-2019

Saint Joseph Convent
Math - Eng
2004-2015

LANGUAGES

English



Thai



PROFILE

My name is Kiki, a UX/UI Designer with an experience in Graphic Design, Web Design, Art Direction, Creative, Typography, Advertising and Motion graphics. I bring years of professional experience in the Design and Advertising field, where I honed my skills and developed a keen interest in UX/UI and user centered design. Driven by a passion for continuous learning and growth, I decided to further develop my expertise in the web design industry in Australia. I am enthusiastic about creating innovative, user-centered designs, eager to collaborate on exciting projects and thrilled about any new opportunities that lie ahead.

WORK EXPERIENCE

Creative Art Director

TBWA \ Thailand

2021-2022

- Drove creative innovation and established a unified brand voice across multi-channel campaigns.
- Led cross-disciplinary collaboration integrating graphics, copy, and motion content, increasing brand engagement by 15%.
- Translated conceptual brainstorming into actionable creative briefs and clear visual directions, improving project turnaround efficiency.
- Directed storyboard and layout development, fostering constructive team feedback and seamless client approvals.
- Oversaw art direction for TV and online campaigns, including KOL recruitment and brand partnerships.
- Ensured brand consistency and high-impact storytelling across broadcast, digital, and print media.
- Delivered polished, audience-resonant concepts that strengthened brand recognition and loyalty.
- Contributed to the success of major clients such as McDonald's, Nescafé, and Krung Thai Bank, driving measurable market visibility.

Digital Graphic Designer

Topgun Co., Ltd

2019-2021

- Designed and illustrated brand assets and marketing materials across print and digital, increasing campaign engagement by 35%.
- Delivered cohesive visual systems and layouts that strengthened brand consistency across 15+ product lines.
- Enhanced website UI and usability through collaboration with marketing and programming teams, improving average session duration by 22%.
- Led design refinement for digital interfaces, contributing to a 20% increase in user retention.
- Produced detailed mockups, and art direction that accelerated approval turnaround by 30%.
- Managed typesetting and print production with zero error returns, ensuring reliable delivery to clients and internal teams.
- Elevated overall visual identity through data-informed design iterations, driving measurable improvement in customer satisfaction and recognition.

Graphic Design [Intern]

Happening and friends magazine

May-Aug 2018

- Produced impactful artwork and illustrations for magazine columns and online media.
- Enhanced editorial layout design and maintained aesthetic and narrative coherence.
- Collaborated with senior designers and editorial teams on visual direction.
- Contributed to improving publication readability and elevating overall visual tone.