

# THITIRAT KITTIKORNVANICH

## UX/UI, GRAPHIC DESIGNER

### CONTACT

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### 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 UXUI 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.