

# PASAKORN SANGSAK | PAS

PRODUCT DESIGNER (UX/UI)

UX & Graphic designer with 2 years of experience designing new website functionalities and prototyping product apps interface. Designed a new website interface for e-commerce client that resulted in a 3.6% increase in CR.

## PORTFOLIO

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## EDUCATION

### UC Berkeley Extension

User Experience and Visual Design Certificate, 2020

### City College of San Francisco

Visual Design Foundation Certificate, 2019

### Thammasat University

Bachelor of Arts (B.A.) in Linguistics and Psychology, 2013

## SKILLS

### Design

Interaction Design  
Visual Design  
Interactive Prototyping  
User Research  
User Experience Design  
Responsive Web Design  
Data Analysis  
A/B Testing & Research knowledge  
Storyboarding  
Usability Testing  
Wireframing  
HTML / CSS / JS  
Graphic Design  
Typography

### Tools

Adobe Suite  
Microsoft Office Suite  
Figma  
Photoshop  
Sketch  
Miro  
Keynote

### Interpersonal Skills

Collaboration + Teamwork  
Problem Solving  
Empathy  
Communication  
Leadership  
Design Principle  
Self Starter

## EXPERIENCE

### Freelance Visual Designer

***pasakornsangsak.com (San Francisco, CA)***

Sep 2020 – Present

- Designed logos, websites, posters and various social media content for multiple clients. (Studio 2019 & 2020, Everlasting Comfort, Trimassage, The Great Pacific Tour Company, etc.) The majority of this work completed remotely.
- Generated original content and executed social media strategy across all platforms for multiple devices including mobile, tablet, desktop. (Facebook, Instagram, Twitter, etc.)
- Conducted a comprehensive business analysis to emphasize the user insight of products
- Demonstrated success in designing and delivering compelling products in a high growth, fast paced rapidly changing environment that delights users.
- Evaluated design, interactive prototype, and solutions based on user experience data information to reduce complexity and enhance efficiency.
- Developed design strategy by using historical product data information.

### Product Designer (UX/UI Designer)

***UC Berkeley Extension Bootcamp (San Francisco, CA)***

Mar 2020 – Sep 2020

- Collaborated with developer & design team in designing and delivering compelling products in a high growth, fast paced rapidly changing environment that delights users. (ADA Traveler, Personal Shopper Project).
- Conducted data information with user A/B Testing and research knowledge.
- Developed conceptual diagrams, wireframes, visual mockups, and interactive prototypes through design thinking and storytelling.
- Evaluated and iterated design, prototype and solutions based on user experience through numerous low (sketches) to high fidelity mockups for different mobile products/platforms, and presented to product owners and UX team.
- Executed research and redesigned the problem solving experience to improve navigation flow for SFMTA.com, and The Coalition for Police Accountability Projects.
- Redesigned the homepage for Steam, an ultimate destination for playing, discussing, and creating games.

### Freelance Graphic Designer & Photographer

***Madebypas (San Francisco, CA)***

Oct 2015 – Present

- Worked as a freelance graphic designer & photographer for multiple projects including UI Design, layout design, illustration, typography, and photography.
- Address business goals and customer needs with simple design solutions.
- Captured subjects in commercial-quality photographs.
- Analyzed and composed a subjects.
- Set up precise photographic measurements and control equipment.
- Maintain high levels of client satisfaction by explaining processes and fees in detail and following through on commitments.