


Natawan Paoin

UX/UI DESIGNER

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"As the sole UX/UI designer, I took full ownership and responsibility, executing the end-to-end design process while collaborating closely with stakeholders and team members. Leveraging my counseling psychology background, my empathic skills and qualitative research expertise enabled me to understand and anticipate user needs, pain points, and contexts. These valuable insights translated into intuitive and engaging final products that align with the users' best interests. With a successful 1.5 years in the UX/UI design field, I am eager to embrace new challenges and continue my professional growth."

WORK EXPERIENCE

The sole UX/UI designer Jun 22 – Present

MTL Fit app, Muang Thai Life Assurance

- Conducted in-depth user interviews to uncover user needs, pain points, and behaviors.
- Identified and prioritized project objectives and requirements based on user insights and business directions.
- Developed user stories and user flows to guide the design and development process.
- Created wireframes and wireflows and engaged in ongoing discussions with the team.
- Conducted usability testing and gathered feedback to iterate and enhance designs.
- Developed visual designs and evolved the design system.
- Executed UX copywriting in both Thai and English.
- Collaborated closely with developers throughout project sprints, addressing implementation issues and ensuring seamless integration of designs.

Founder & Counselor 2020 – 2022

Caredio Counseling

- Set up and managed the private online counseling practice, including designing the center's website.
- Provided online individual mental health counseling sessions to Thai clients from around the world.

Qualitative researcher 2018 – 2020

Chulalongkorn University

- Conducted rigorous qualitative research on the topic "Psychological Experiences of Counseling Engagement of Clients" (Grade: Excellent)
- Collected data using semi-structured in-depth interviews and analyzed data using Interpretative Phenomenological Analysis.

Counselor-in-training 2017 – 2018

Srinakharinwirot University, Chulalongkorn University

- Conducted individual and group counseling for university students.
- Managed and improved the counseling center by redesigning the logo and slogan, implementing a more effective appointment and scheduling system as well as increasing the center's visibility through social media.

Business development manager 2014 – 2015

International Enterprise Singapore

- Organized and facilitated networking trips for Singapore-based companies to explore business and investment opportunities in Thailand and Laos.
- Conducted political and economic analysis to support the decision-making of Singapore-based companies.

EDUCATION

10-month UX/UI Program 2021 – 2022

CareerFoundry

Master of Arts in Psychology 2016 – 2020

- Major in Counseling Psychology, GPA 3.74/4.00
- Chulalongkorn University

Bachelor of Arts in Political Science 2010 – 2014

- Major in International Relations, GPA 3.67/4.00
- Chulalongkorn University

UX/UI PROJECTS natawan.com/projects

Now MTL Fit redesign

2023 MTL Fit

2022 Spacify, Covid19Care

ACADEMIC ACHIEVEMENTS

2020 Master thesis presentation and publication at the Asian Conference on Psychology & the Behavioral Sciences, Japan

2014 2nd Runner-up at Singha English Challenge by Singha Corp (from around 200 teams)

2010 4th place highest university admission score in Thailand

PROFICIENCIES

Skills

User research

Information architecture

Wireframing

Prototyping

Usability testing

Visual design

Iterative design

Basic HTML & CSS

Advanced qualitative research

Basic quantitative research

Language

English: Fluent (TOEFL 104/120)

Thai: Native

Methodologies

Design sprints

Lean UX

Agile methodology

Design thinking

User-centered design

Double diamond

Tools

Figma

Adobe Illustrator

Jitter

Frontitide

ChatGPT