RATTA KIDAKARN (M.A.)

UX Designer with years of experience

CONTACT

Visa status: **Permanent Resident CA**

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SPEAKER

- Google I/O Extend, **Vancouver** 2023
- Google Developer, **Seattle** 2023
- ThoughtWorks Conference 2022

CERTIFICATIONS

- Google Project Management, 2024
- Figmaster Design System, 2023
- Google AI Fundamentals, 2023
- CareerFoundry UX Bootcamp, 2022
- Google UX Certificate, 2021

SKILLS

- **Design Tools:** Figma, Webflow
- **Development:** HTML/CSS, Mobile App, Responsive Website
- **Design Skills:** Design system, Human Computer Interaction, Interaction Design, Visual Design, Design Strategy, Mockups, Sitemap, Wireframe, Prototyping, User Research, Usability Testing
- **People Skills:** Facilitator, Mentoring, Visual Storytelling, Cross-functional Team, Design Workshop

EDUCATION

Master of Arts , Chulalongkorn University

HIGHLIGHTS

I manage **B2B and B2C products** in the tech and consulting industries. **Generate** corporate **revenue** of over **$2M** through my product design efforts—expertise in creating design systems that accelerate product development by 10x.

WORK EXPERIENCE

UX DESIGNER, THOUGHTWORKS
August 2021 - Present

- Launched an e-commerce mobile app which increased users by 60% and boosted sales by $486K.
- Collaborated with 2 teams of over 20+ developers to ensure seamless integration and implementation.
- Developed a comprehensive design system, significantly speeding up product development processes.

SERVICE DESIGNER & EDUCATOR, LULULEMON, VANCOUVER, CA
March 2024 - Present

- Implemented omnichannel strategies that optimized in-store and digital, contributing to a 15% increase in efficiency and faster transaction times.
- Leveraged user-centered design principles to deliver personalized guest experiences, resulting in a 20% increase in customer satisfaction scores.

UX DESIGNER, UXTHAILAND
May 2020 - March 2023

- Delivering personalized tax website for Thai Revenue Government.
- Increase 10% of the conversion rate of the target users.
- Onboard new 5 developers into UX process and how to work with UX designer.

UX DESIGNER, ADPLIST
May 2020 - January 2023

- Built a global learning platform website, enabling learners to connect and collaborate worldwide.
- Mentoring with designers around the world for more than 100+ sessions.
- Increasing engagement through Medium achieving 2000+ likes.