

Min Supitcha Jutatungcharoen

Product Designer (UX/UI)

Designer and artist with experience researching and designing user-centric, delightful, and meaningful experiences with cross-disciplinary teams.

Experience

UX/UI Design Intern — Mirum Hong Kong Jun - Jul 23

Clients: HKSTP, HKJC, CUG

- Collaborated with a multi-disciplinary team of 10+ professionals to align with business goals and drive innovative solutions.
- Conducted in-depth user research to gain valuable insights. Created data-driven designs, leading to an intuitive and user-centric product experience.
- Developed UI style guides and design systems ensuring seamless visual and brand consistency. Led a Figma workshop focused on design system which enabled designers to create wireframes rapidly and effectively.

UX/UI Designer — Atomic Knowledge Proof Jul - Oct 22

Client: SHK

- Conducted market research, competitor analysis, and best practices for a B2B SaaS smart contract blockchain product in PropTech. Managed 4 projects and thrived in a fast-paced startup environment.
- Collaborated with cross-functional teams and engaged with clients and industry experts from the property and blockchain technology sectors.
- Designed and iterated over 800 screens. Streamlined a complex system into intuitive and delightful interfaces, resulting in improved user experience and satisfaction. Validated designs through feedback and stakeholder consensus.
- Established art direction, style guides, and visual systems that ensured consistent design. Actively championed UX principles, best practices, and customer needs throughout the design process.

UX/UI Designer — Openlink Apr - Sep 22

- Executed end-to-end redesign and launch of captivating mobile-first, responsive landing page. Produced 28 bespoke digital illustrations and textures, enhancing visual appeal and brand identity.
- Conducted market research on 11 competitors, extracting key insights that inspired design solutions and differentiated product in the market.
- Co-created closely with founders and engineers to align on art direction, visual design, technical feasibility, and content strategy.

UX/UI Designer — MioTech & ESGHub Mar - Jun 22

- Collaborated closely with Director of User Experience and 4 designers on the redesign and art direction for 2 ESG websites. Resulted in enhanced user experience and visual appeal, driving increased engagement and satisfaction.
- Conducted research on trends, competitors, styles, onboarding processes, interactions, and animations, informing design and driving innovation.
- Presented and implemented art direction and visual style to internal stakeholders, ensuring alignment and delivering visually cohesive websites. Led information architecture, content strategy, and layout design, collaborating with 3D designers to provide a cohesive vision for illustrations.

Lead Designer — Paron School of Art Jan 20 - Aug 21

- Led research, conceptualization, pitch, and creation of the brand identity for 'Paron School of Art' and 'Paron Art Club'. Designs were informed by teaching experience and deep understanding of the school's operations.
- Created and oversaw visual design across all touch points, including marketing campaigns, content for website, bespoke illustrations, photography, posters, packaging, and content. Ensured consistency and high-quality work.

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Education

The Hong Kong Polytechnic University

BA (Hons), Communication Design

The Savannah College of Art and Design

BFA, Painting

Competencies

Design

Product Thinking, Design System, Style Guide, Visual Design, Interface Design, Interaction Design, Prototyping, Wireframing, Brand Identity, Illustration

Research

User Interviews, Surveys, Market Research, Competitive Analysis, Affinity Mapping, Empathy and Journey Mapping

Technical

Figma, Photoshop, Illustrator, Premier Pro, Procreate

Strengths

Leadership, Mentorship, Facilitation, Collaboration, Empathy, Critical Thinking

Languages

English (Native)
Thai (Native)
Cantonese (Beginner)
Mandarin (Beginner)

Award

Finalist Team

PolyHack 2022

Projects

Orbit

Product Designer, Founder

ShareCare

Product Designer