Napat (Peem) Teerawanichpol

Designer

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Work Experience

UX Designer & Researcher
Kasikorn Business Technology Group (KBTG)
Aug 2020 - Present | Bangkok, Thailand

Headed the re-design of Morprom health app: simplifying all COVID data from the previous app into a single health pass that is easy-to-use. Led research with hospitals across the country to develop new telemedicine features (i.e. virtual diagnosis, hospital data integration, personal health ID).

Revamped KBank's EDC device through UX/UI design and validating concepts with users from 8 different industries -- resulting in a sales flow that is applicable across various fields.

Validated and tested new interactions for the K PLUS mobile banking app, resulting in significant usability improvement.

Conducted in-depth discovery research to pivot a point-of-sales product into the right market fit.

Designed an internal idea portal for KBTG and KBank, resulting in ~200 product idea submissions from employees.

UX/UI Design Intern
Kaidee
May 2019 - Aug 2019 | Bangkok, Thailand

Revamped Kaidee's Android mobile app and designed an intuitive sales flow that assist "first-time" vendors. Aided the CX team in user research to define vendor personas along with their needs. Conducted usability testing to validate the design through multiple iterations.

Graphic Designer
GKIDS Film (Studio Ghibli)
Sep 2018 - June 2019 | New York, NY

Defined the brand identity for the company, including visual identity, writing tone, and color styles. Created a design system for graphic materials used for children animation.

Education

2019 - 2020
Harvard University
Graduate School of Education
Ed.M. Technology, Innovation, & Education

2014 – 2018
New York University
Tisch School of the Arts
B.F.A. Film & Television
Minors: Child & Adolescent Psychology

Skills & Competencies

UI/UX Design

Wireframing & Prototyping

Service Design

User Research & Testing

UX Writing

Interaction Design

Mobile & Web Development

Data Visualization

Video Editing

Tools

Figma | Sketch | Ditto

Zeplin | InVision Studio

Adobe Photoshop | Adobe Illustrator

Adobe Premiere Pro

Projects

UX Designer
Reach Every Reader, MIT & Harvard
2020-2021 | Cambridge, MA

Led the design of an online community for literacy practices in early childhood. Collaborated with WGBH and FableVision to integrate educational mobile apps in home settings. Assisted the research team in building parents' capacity and peer learning.

Learning Experience Design
Listenwise, NPR
2020 | Boston, MA

Curated NPR's podcasts for an online blended learning platform to align with school curriculum. Designed assignment resources, scaffolding supports, and criterias for gender and diversity inclusion. Identified content needs to help teachers track student needs.

Learning Evaluator
WGBH: PBS Kids
2020 | Boston, MA

Conducted a formative evaluation of WGBH's 2Gen project, an online media-based tool for intergenerational learning. Developed an instrument to measure the efficacy of the resources for English language learners.

Interests

UX/UI | Filmmaking | Educational Technology
Music Production | Project-Based Learning