



JUTHAMAS VADHANAPANICH

Manager - Digital Specialist (UX Designer)

PERSONAL PARTICULARS

Gender

Female

Age

41

Nationality

Thai

Living Location

Bangkok

PROFILE

My latest position is Manager - Digital Specialist (UX Designer) at Digital Center of Excellence, Banpu Public Company Limited.

I was Head of UX/UI design team at **Scale360**, a FinTech and Marketplace Company from the UK. I used to work as an art director at **Coconuts media**. I was also the first Thai who works as a visual designer at **Reuters, Thailand**; responsible for designing apps for various UK Banks.

Additionally, I was a panel of DEPA (formerly known as SIPA) as well as an instructor of RISE on UX/UI related topics. I am continue enhancing my UX/UI knowledge and sharing to the societies by being an inviting lecturer and speaker for master degree and bachelor degree students from various universities.

Recently, I was inviting to be a speaker at GovTech Mission organized by Future Innovative Thailand Institution to find the winners among EdTech and HealthTech Start-ups on the Topic of "Optimizing your User Experience".

I am a Co-founder of **A Cuppa Academy**, which is an academic camp for sharing knowledge and experience on CX, UX/UI as well as digital marketing. I am a founder and CPO of **Digital Black Knight**, who offers business consultancy services including digital business solution and marketing consultancy.

RESUME SUMMARY

Years(s) of Work Experience

18 years

Latest Industry Sector

FinTech / Bank / Wallet

Availability

Within Months - 1 Month

EMPLOYMENT

March 2019 - Present

Manager - Digital Specialist (UX Designer)

Manager - Digital Specialist Facilitate digital transformation of the organisation including mentoring and coaching people to understand user experiences as well as establish UX driven culture; Manage and oversee UX/UI design, UX research and User interviews for 10 countries the company currently operating (Thailand, Australia, Indonesia, China, Lao, Vietnam, Mongolia, Singapore, Japan and USA). Directly report to Head of Digital Centre of Excellence.



Future Leader Program
Being one of commentators and a judge on pitching day



Group StreerCo
Present C-RiM compliance and risk management application

July 2018 - Present

Co-Founder / A CUPPA ACADEMY

A Cuppa Academy is aim to be No.1 in digital academy who truly helps people surfing and dealing with the changing business ecosystem. We offers short courses in various topics in an fun and relax ambient.

May 2017 - Present

CPO / DIGITAL BLACK KNIGHT CO., LTD.

Business consultancy services including digital business solution consultancy and marketing consultancy services.

FAVOURITE QUOTE

Be good to the people who are there for you, they deserve it.

EMPLOYMENT

September 2018 - January 2019

HEAD OF CX / ASCEND GROUP (TRUE MONEY)

Leading team members of multidisciplinary experience design team across the region, with following functions, UX design, UI design, Interactive design, UX research & analytics, prototyping (iOS, Android), copywriting.

Developing Product Communication Strategy to brand, marketing, CLT, PR, Graphic Design Team to communicate with single direction.



Ascend Orientation
UX Design Session
conducted by me, Head of CX

February 2017 - September 2018

HEAD OF UX/UI DESIGNER / SCALE360 CO., LTD

I deliver a well-designed user experience for website and mobile applications. I lead the design team to create products around a well-defined set of user needs, tasks, and product requirements.

August 2013 - January 2017

ART DIRECTOR / COCONUTS MEDIA LIMITED

Head of art department. Manage multiple projects from concept through completion. I am charged with determining the best ways for us to visually represent the company's identity.

HOBBIES

Gunpla / Gundam
Blogging
Reading
Watching movies

EMPLOYMENT

January 2012 - Present

SENIOR ONLINE MARKETING EXECUTIVE / HOUSE OF GRIFFIN

Work on the digital media and marketing, social media, onsite implementation and general design. Analyze the website and business situations quickly. Develop insightful, thorough recommendations to improve technical, design, content, on-page and off-page optimization elements.

January 2010 - July 2013

VISUAL DESIGNER / REUTERS SOFTWARE (THAI- LAND) LIMITED

Design financial (stocks, currency exchange, markets) UI/UX for software, iPad, iPhone, widgets and website. I design interface for KBC Bank (Belgian universal multi-channel bank), Barclays (UK) and DBS Bank. I also design LCD TV interface (big screen on the wall) for Shenzhen Stock Exchange in China. I coordinate with product managers and programmers to ensure sitemap, flow diagrams and wireframes are properly translated to the live site. I also do the HTML5/CSS3.

The project I'm working on is "Internet Suite" the native application on iPad. The Internet Suite app allow you to view market quotes, news and charts sourced from Thomson Reuters Internet Suite (TRIS) product.

October 2007 - October 2008

SENIOR WEB DESIGNER / SANOOK ONLINE LIMITED

I was assigned to work in Sanook Lab, in the time that Sanook wanted to build a social network. I did the UI Design for website, widgets, banner, logo, t-shirt, micro-site, flash e-card, e-Newsletter and etc.

January 2000 - October 2002

CABIN CREW / JAL

In-flight Service.

LANGUAGES

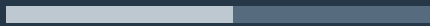
Thai



English (TOEIC 850)



Japanese



French



German



MEDIAS

September 11, 2007

AN INTERVIEW ON DAILY NEWS

I gave an interview on Techonology section about my blog www.juth.net

2010

AN INTERVIEW ON T.A.B. RADIO

I was interviewed by DJ Private on T.A.B. Radio which created by Foundation for the blind in Thailand. We talked about how web accessibility was going in Thailand.

PROFESSIONAL QUALIFICATIONS

Net Design Institute , 2015

Responsive Web Design

Net Design Institute , 2013

HTML5

Net Design Institute , 2012

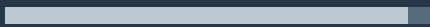
PHP & MySQL

SKILLS

Management



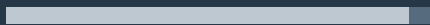
UX



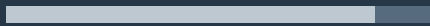
UI



Leadership



Teaching



Scrum



Communication



LECTURE EXPERIENCE

September 8-10, 2018

“UX Design Camp”, Silapakorn University x Startup Thailand

Silapakorn University

November 16, 2017

“UX/UI Design”, the accelerate workshop day for ‘Digital Transformation Program’ which is held by The Electronic Government Agency (EGA)

RISE, Amarin Plaza 22nd floor

October 6, 2017

“Discover the Power of UX/UI”, mentoring session for Krungsri RISE

RISE, Amarin Plaza 22nd floor

September 30, 2017

“UX Design Lecture & Workshop” at Scale360

Scale360, Digital Learning Centre

August 9, 2017

UX/UI Design - Playground program for AIS Startup

AIS D.C.

May 30, 2017

Refine your UX/UI with an Expert - Accelerate Program for DEPA

RISE, Amarin Plaza 22nd floor

February 15-16, 2016

Basic Responsive Web Design, Teach design and coding

School of Science and Technology, University of the Thai Chamber of Commerce

SOFTWARES

Sketch App



Adobe Creative Suite



Microsoft Office



Figma



JIRA



LECTURE EXPERIENCE

December 8, 2015

A panel of judges for the School's annual event, "Web and Mobile Application Competition"

School of Science and Technology, University of the Thai Chamber of Commerce

August 6, 2015

Social Media Marketing, Adwords & SEO Secrets

Master's Degree Students, Ramkhamhaeng University

May 26, 2015

Social Commerce


Seminar / Celebrating 30 years of School of Science and Technology, University of the Thai Chamber of Commerce

February 13, 2015

Multimedia Storytelling

Graduate School, Ramkhamhaeng University

CONTACT

 juth@juthstudio.com

 jayeighteen

EDUCATION

2019 - present

**College of Social Communication Innovation
Srinakharinwirot University**
Master of Arts Program in Design for Business

1996 - 1999

Srinakharinwirot University
Bachelor Degree of Fine Arts (major: Visual Arts
and Communications Design)
Grade / GPA: 3.19

1990 - 1994

Triamudomsuksa Nomklao School
Grade 12 (major: Arts and French)
Grade / GPA: 3.0

Age 3 - Grade 6

Benjamin College
Grade / GPA: 3.1

REFEREES

Monroe Recruitment Consulting Group

Patrick Khau

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House of Griffin

Tina Phanichkul

Founder & Education Director

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The Graduate School of Commerce

Burapha University

Dr. Suthasinee Susiva

Marketing Lecturer

E. knot@acuppaacademy.com

SPEAKER / MENTOR

July 6th, 2019

ABCDE BK (AI and Big Data Challenge for Data Engineers)

To be a panelist at a Hackathon Event in BKK on July 6 in collaboration with Thai - Nichi Institute of Technology; called ABCDE BK (AI and Big Data Challenge for Data Engineers). This event will include Talk Session, Panel Discussion, Hackathon and Ideathon.



June 7th, 2019

LineUp Conference

A speaker at LineUp conference hosted by the Entrepnr (Topic: Improving Customer Experience using LINE@)



SPEAKER / MENTOR

Batch 2

Krungsri RISE Mentor



2016

Being A panel of judges for “Digital Startup” by SIPA (DEPA)

More detail here <https://goo.gl/5NHrXt>



SPEAKER / MENTOR

August 9, 2017

“UX/UI Design, AIS The StartUp Playground Program” at AIS D.C.



November 16, 2017

“UX/UI Design”, the accelerate workshop day for ‘Digital Transformation Program’ which is held by The Electronic Government Agency (EGA)



SPEAKER / MENTOR

January 20, 2019

Speaker on "Optimizing Your User Experience" for GovTech Mission competition

I was Invited to be a speaker on the topic of "Optimizing Your User Experience" in the Gov-Tech Mission - EdTech and HealthTech start ups competition organized by the Future Innovative Thailand Institute (FIT) on 20 January, 2019. It was a great opportunity to have Khun Abhisit Vejjachiva, Khun Korn Jatikkavanich, Dr. Pisit Leeahtam to participate in my session so we have a few minute to exchange the knowledge on how can we apply the concept of UX design for politic.

