

SUNSUN WATTANASIRI

WEB DESIGNER

CONTACT

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SKILLS

Research

User research and strategy, user interviews, information architecture, card sorting, usability testing, a/b testing

Design

UX/UI Design, web design, graphic design, illustration, motion design, editorial design, packaging design, social media content, 3D modeling

Soft Skills

Adaptation, responsible, active listening, critical thinking and research, leadership, time-management, attention to detail, teamwork and collaboration

TOOLS

Figma, Adobe Creative Suite, WordPress, Webflow, Shopify, Wix, HTML, CSS, JavaScript, Maya, Blender, Unity3D, Microsoft Office Suite

AWARD

President's Honour List

For academic excellence, with a GPA of 4.0. Seneca College

EXPERIENCE

Web Designer I BANG! Creative

MAY 2023 - PRESENT • MILTON, ON (REMOTE)

- Redesigned company website, resulting in a 40% increase in user engagement and a 25% decrease in bounce rate.
- Collaborated with cross-functional teams to implement responsive design, leading to a 45% increase in mobile traffic.
- Developed and implemented an SEO strategy that resulted in a 50% increase in organic website traffic within 3 months, leading to a higher conversion rate of 20%.

Graphic Designer I Everyunny Designs

APR 2018 - DEC 2021 • BANGKOK, THAILAND (REMOTE)

- Created and developed over 4,000 intricate handpainted illustrations, transforming them into digital files, resulting in a diverse and extensive library of clip art options for customers.
- Implemented strategic marketing initiatives to target both B2B and B2C customers, resulting in a 20% increase in website traffic and a 15% growth in customer acquisition
- Utilized Google Analytics to analyze website performance and customer behavior, identifying key trends and opportunities for improvement which led to a 10% increase in conversion rate.

Design Intern I Teaspoon Studio

MAR 2014 - MAY 2014 • BANGKOK, THAILAND (IN-PERSON)

- Created and executed design concepts for 12 different client projects, resulting in a 20% increase in client satisfaction ratings.
- Collaborated with team members to develop innovative design solutions for a high-profile client, resulting in a 15% increase in client retention rate.
- Implemented efficient file management system, reducing project turnaround time by 30% and increasing overall productivity.

EDUCATION

Interactive Media Design I Seneca College

JAN 2022 - MAY 2023 • TORONTO, ON | GPA:4.0 / 4.0

- Acquired hands-on experience in UI/UX design and digital media production with a focus on practical application and hands-on experience.
- Developed expertise in user-centered design methodologies, including user research, information architecture, wireframe, and visual interface design.
- Developed strong communication skills through presenting design concepts, conducting user research, and collaborating on team projects.

Visual Communication Design I Silpakorn University

MAY 2011 - MAY 2015 • BANGKOK, THAILAND

- Developed a comprehensive understanding of design principles, color theory, typography, and visual storytelling through a diverse range of design projects in editorial design, web design, illustration, and motion graphic.
- Acquired proficiency in creating impactful designs and intuitive user interfaces for digital media through hands-on projects and coursework.