Min Supitcha Jutatungcharoen

Product Designer

minsupitcha.com
minsupitchastudio@gmail.com
linkedin.com/minsupitcha

Work Experience

UX Design Intern – Mirum

Jun - Jul 23 | Hong Kong

- Conducted in-depth **user research**, market analysis to create **data-driven** designs for clients including HKSTP, Hong Kong Jockey Club, China Unicom Global.
- Collaborated closely with **senior managers** to design an **NLP integrated website**.
- Designed **style guide** and **design system** for **low to high fidelity wireframes**.
- **Led a workshop on design systems**, enhancing team workflow and efficiency.

UX/UI Designer – Atomic Knowledge Proof

Jul - Oct 22 | Hong Kong

- **Led the design and iteration of 800+ key screens** for Sun Hung Kai (SHK) B2B operations, focusing on on **smart contract SaaS product**s.
- Established the **art direction**, **style guide**, and **design system** to ensure consistent design outcomes across projects, **managing 4 projects independently** in a fast-paced startup environment.
- Transformed a **complex system** into intuitive and secure designs, validated through **A/B testing** and **user feedback analysis**.
- Collaborated with a **cross-disciplinary teams**, **presenting designs** to key decision making, high-level clients and industry experts in property and blockchain.
- **Advocated for client needs**, UX principles, and best practices, driving continuous improvement in design quality and user experience.

UX/UI Designer – MioTech

Mar - Jun 22 | Hong Kong

- Collaborated closely with the **Director of UX** and designers on ideation, design system, information architecture, content strategy, layout design, and 3D art.
- Led research and redesigned of **2 successfully launched websites**, resulting in visually appealing designs that increased user engagement and satisfaction.
- **Established art direction** and **presented to key stakeholders**, ensuring the visually cohesive websites delivery.

Leadership Experience

Founder – Roamly

Sep 23 - Present | Hong Kong

- **Led end-to-end product design** from initial user research to a **successful launch of a web-based** game utilizing **AI**, aimed at enhancing productivity and creativity.
- Conducted comprehensive **research initiatives and analysis**, including **user interviews** and **cultural probes**, to develop a **product strategy** and sustainable economic model for growth.
- **Directed a cross-functional team** using **agile project management** methodologies, overseeing **development** and **testing** phases to ensure high-quality products.
- Managed a **$20K research and prototyping grant successfully**, facilitating the development of innovative solutions.

Education

The Hong Kong Polytechnic University

BA (Hons), Communication Design
2024 | Hong Kong

The Savannah College of Art and Design

BFA, Painting
2017 | Hong Kong

Competencies

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

Research: User Interviews, Surveys, Cultural Probe/Diary Study, Persona, Market Research, Data Analysis,Affinity Mapping, Empathy & Journey Mapping, A/B Testing

Collaboration: Project Management, Organizing workshops, Leadership, Facilitation, Empathy

Tools: Figma, Adobe CC Suite (Ai, Ps, Id, Pr), Microsoft Office, Procreate

Languages:

English	Native
Thai	Native
Cantonese	Elementary
Mandarin	Elementary

Achievements

Finalist Team (OGZ Banking App)
PolyHack
2022 | Hong Kong

Mural Artist
HK Walls, Uluru, Monsoon Tea
2018 - Present | Bangkok & Hong Kong