

Paphavee Sakdanaraseth

multidisciplinary designer | **mail** paphavee@cantab.net **web** paphavees.com

education

- 2016 - 2017 **University of Cambridge, UK**
MPhil in Management, Judge Business School
Recipient of Cambridge Trust scholarship, in collaboration with Cambridge-Thai Foundation
- 2011 - 2015 **Chulalongkorn University, Thailand**
BA in Communication Design, First Class Honours with Distinction (3.77/4.00)
Recipient of Gold Medal and Academic Excellence scholarship for 2014-2015
- 2008 - 2009 **École Secondaire Henri-Dunant, Québec, Canada**
One-year AFS Cultural Exchange programme during high school

work experience

Senior Product Designer | Calipsa Limited, UK (now part of Motorola Solutions inc. (NYSE:MSI)) Oct 2019 - Present

- Leading product design for machine learning-powered computer vision software, focusing on enterprise and public safety's video analytics for over 230k security cameras across the world.
- Managing design systems, themes and visual language for multiple brands and products in the company's portfolio. Leading the application of design tokens method from defining to implementation with the engineering team.
- Delivering full-stack of user experience and interface design: from conducting regular user testings and interviews to hand over design and specifications to engineers, functional testing, and measure performance of the delivered features.
- Working in a distributed cross-functional team across multiple timezones (US, UK, Asia, Australia)
- Part of the early Calipsa product team during its successful acquisition by Motorola Solutions Inc. in April 2022.

Interaction Design Consultant

Dec 2018 - Oct 2019

Interaction Design Analyst

Dec 2017 - Dec 2018

Accenture Interactive SEA (Thailand, Malaysia, Singapore, Indonesia)

Mobile banking application design for the oldest Thai bank (exposure of 10 million users)

- Contributed to a 30+ member team delivering an end-to-end automated digital lending product from conception to production.
- Led user experience and content creation in both Thai and English
- Conducted regular concept and usability testings with real users for design validation
- Crafted chatbot interactions and assisted in training Natural Language Processing using Google's Dialog Flow in Thai and English.
- Collaborated with front-end and back-end developers to ensure the technical feasibility and implementation

Mobile wallet application design for Thailand's top fintech company (15 million user potential)

- Collaborated in a team of three to create an MVP user experience and interface concept for an innovative mobile wallet application. Supervised two interns and one Business Analyst.
- Conducted customer research and interviews to develop and define four distinct user personas.
- Produced a comprehensive clickable prototype with over 300 screens, incorporating brand and visual design guidelines.
- Orchestrated a customer immersion session and a focused-group usability testing workshop.

E-commerce mobile application design for Thailand's leading home product retailer

- Designed in a two-member team to deliver the user experience and interface for an e-commerce mobile application
- Crafted an illustrative customer journey aligned with existing personas.
- Produced a clickable prototype using InVision, leading a usability testing workshop with a focused group
- Contributed to a co-creation design thinking workshop with stakeholders to define project priorities

Pharmacy system dashboard design proposal for Singapore government's healthcare

- Created a conceptual dashboard interface design for pharmacy dispensing system proposal
- Remotely worked and collaborated designers and pharmacists from Singapore

Student Consultant for Cambridge Consultant Network | HALO Solar Lighting Devices, UK

Aug 2017 - Oct 2017

- Conducted market research and identified potential market size for solar lighting devices
- Provided recommendation on product development and business strategy for the future five years

Management Consultant | Group Digital, Lloyds Banking Group, UK

Apr 2017 - May 2017

- Contributed to a Management Consulting Project as part of the MPhil Management programme
- Conducted comprehensive research and analysis of Lloyds' current capabilities, industry competitive landscape, and the impact of new regulations such as PSD2 on the future of banking.
- Crafted a strategic solution aimed at enhancing Lloyds' competitive edge through a digitally-enhanced in-branch customer experience.
- Presented findings and recommendations in a 10-minute presentation and provided a detailed 60-page report to Lloyds' leadership.

The Purist Artisan, Bangkok-based craft ice cream

- Developed branding and logo for the business
- Delivered artworks for ice-cream's tub packaging, promotional materials, and photography

Environmental Justice Foundation (EJF), UK-based NGO

- Designed graphics for annual reports, posters and leaflets addressing human trafficking in Thailand's fishing industry

Socialgiver, a Bangkok-based social enterprise

- Designed and developed user experience and interface for a landing web page and an MVP for mobile application
- Delivered interactive illustrations explaining the business model

ZeroTwo Studio

- Delivered multiple pieces of artwork for on-going projects, which included environmental graphics for the National Book Fair 2015 (publicised to an audience of 1.5 million), TK Park learning centre's 10th year anniversary exhibition (1,500 attendees on the reception day), and stationery sets for private companies

TNOP Design

- Delivered multiple pieces of artwork for on-going projects, which included Chiang Mai Design Week 2015 (70,000 attendees over 9 days), and illustration for AP (Asian Property development) real estate's utility box cover which was distributed nationwide to all AP real estate's customers

skills

Proficient in a wide range of visual media, excel at graphic design, user interface and experience design, illustration, print media, and paper craft.

Technical	<ul style="list-style-type: none"> • Expert in both traditional and digital illustrations • Advanced in visual design with Figma, Sketch, and Adobe Photoshop, Illustrator, Indesign • Intermediate in motion graphics and video editing with Adobe Premiere Pro and After Effect • Intermediate knowledge on CSS and HTML customisation • Working in cross-functional team with Agile methodology and tools such as Jira, Confluence or Slack • Nielsen Norman Group (NN/g) UX trained (UX Leadership, Designing Complex Apps for Specialised Domains) • LUMA Design Thinking workshop trained
General	<ul style="list-style-type: none"> • Highly versed in both Windows and Mac platforms • Advanced in Word or Pages and Powerpoint or Keynote • Intermediate in Excel or Numbers
Language	<ul style="list-style-type: none"> • Native in Thai • Fluent in English • Conversational in French, Chinese, and Japanese
Additional	<ul style="list-style-type: none"> • Advanced in digital photography (Nikon D5000, Leica M240) and photo editing (Photoshop, Lightroom) • Driving license, SSI Advanced Open Water SCUBA Diving license

awards & recognitions

- Featured Alumnae in Lucy Cavendish college, Cambridge's blog
- MPhil in Management Conference Award for Academic Year 2016/2017 to Student Enterprise Conference 2017 in Lincoln, UK
- Illustration was selected and published as a cover of Notes magazine, a student-run journal released fortnightly in Oxford and Cambridge.
- Featured Alumnae in Chulalongkorn University's Communication Design programme pamphlet
- 'EARTHEAVEN' project published in September 2015 issue of Wallpaper's Thai Edition of the magazine for 'Best in Design'
- 'EARTHEAVEN' was selected as a semi-finalist over 50 projects for student Degree Show 2015
- Awarded the Selected Artist out of over 290 submissions and received a prize of 2,500 USD for creating artwork for iHeartRadio in January, 2015
- Academic Excellence scholarship from Hakka Association 2010 - 2015

activities & interests

Committee	<ul style="list-style-type: none"> • Graduate Representative and social media amplification and content creator for Cambridge University Thai Society 2016 - 2017 • Art Director for Student Degree Show and other events during study at Chulalongkorn University • Volunteer Staff at Design Research Society (DRS) Conference 2012, Bangkok, Thailand
Social interests	<ul style="list-style-type: none"> • Ecological issues, sustainable design, circular economy
Hobbies	<ul style="list-style-type: none"> • Bouldering, chinese calligraphy, hiking, weight training, scuba diving