

# NAT PASSAMON

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## Summary

Experienced Product Designer with a background in tech, e-commerce, finance, and insurance, specializing in web and mobile design. My passion is crafting compelling product design that turns creative ideas into meaningful user experiences for brands

## Professional Experience

### Senior Product Designer, Ascend Group

Sep 2022 – Present

- Boosted monthly active users in successful money wallet transactions by 38.21% by improving the user interface and experience through visual design, graphics, and interactions.
- Led weekly development meetings for payment features in a financial application in Asia Pacific, collaborating with product owners and business teams to continuously enhance the product, resulting in improved user engagement and alignment with business objectives.
- Consistently supported design management and operations on a weekly basis to enhance the design system and streamline research operations, ensuring ongoing improvements in efficiency and quality.
- Developed creative solutions to enhance product development through user flows, mock-ups, prototypes, and illustrations, resulting in improved user engagement, increasing user interaction frequency and session duration.

### Digital Interface Designer, Siam Cement Group

Aug 2021 – March 2022

- Achieved a 4-star rating on the App Store for an e-commerce app by converting the website to an app and addressing user pain points.
- Managed a wide range of B2B and B2C projects in sprints, including CRM websites and e-commerce apps, enhancing user-friendliness and visual appeal to meet project goals.
- Collaborated weekly with product management, product owner, business, and developer teams to ensure alignment on business requirements, project timelines, and technical constraints, fostering efficient communication and project success.
- Created sitemaps, design systems, mockups, and prototypes for a variety of products, analyzing pain points and finding solutions to meet real customer needs.

### UI/UX Designer, Lotus's

Aug 2021 – July 2021

- Successfully boosted user engagement on the insurance website by 50%, increasing the time users spend on the platform during their visits. Longer sessions on the insurance information page consistently signaled higher engagement levels. Achieved this through conducting user interviews and implementing product enhancements.
- Delivered a remarkable 35% boost in Daily Active Users, showcasing a significant increase in user engagement and daily interaction with the platform. This success has led to the collaborative development of innovative marketing campaigns for financial apps.
- Consistently generated innovative design concepts by swiftly ideating, crafting storyboards, and creating user flows. Transformed ideas into actionable solutions through detailed mock-ups and prototypes, informed by valuable insights from customer feedback, quantitative data, and user testing. Collaborated effectively with cross-functional teams, including product design and business and marketing, to ensure alignment with our goals and vision.

### UI/UX Designer, Srichand United Dispensary

Jan 2017 – June 2019

- Achieved 30% revenue growth goal with \$3000 revenue attainment on an e-commerce website through optimized checkout processes derived from usability testing.
- Developed a responsive e-commerce site by conducting monthly user interviews at exhibition booths, gathering feedback for iterative improvements.
- Collaborated with cross-functional teams, including product owners, marketing, branding, and developers, to gather requirements and craft user-centered designs.
- Initiated bi-monthly stakeholder workshops on the value of UI/UX design, achieving 100% stakeholder knowledge.
- Designed website campaign graphics and banners, including original illustrations.

## Relevant experiences

### Founder, Himm shoes

April 2020 – Present

- Increased social media followers by 100% in one year for a sandal brand by developing and executing strategic digital media campaigns using Facebook advertising tools.
- Conceptualized and created engaging digital media content for social media, incorporating trending topics and industry trends to enhance the platform's mood and tone, resulting in increased user engagement.
- Developed brand identity, strong concept, persona, logo, packaging, and graphic materials, ensuring a cohesive brand image.
- Developed creative concepts for photoshoots of shoe products, including backgrounds, moods, tones, and model selection, while managing timelines and ensuring brand alignment.

## Tools

Figma, Sketch, Adobe xd, Justinmind, Invision, Adobe Creative Suite, Overflow

## Skills

Prototyping, iconography, UI & Interaction design, design thinking, design system, ux research, sitemap creation, information architecture, agile, Branding, Fashion product design

## Education

Decorative arts, Silpakorn university | 2011–2014  
Saint francis xavier convent | 2008–2010