

Hello I'm Kocha

Hybrid Product Designer (UX/UI)



Experience

2015 - 2017

Mobile Design Team Lead

Freelacner International Pty Limited
(Sydney, Australia)

2012 - 2015

Head of Design

AroundYou Pty Limited
(Sydney, Australia)

2011 - 2012

Senior Designer

The Ate Group
(Singapore)

2009 - 2011

Digital Designer / Art Director

MullenLowe Group
(Bangkok, Thailand)

2006 - 2009

Digital Designer

Freelacner Designer
(Bangkok, Thailand)

Hello I'm Kocho

Hybrid Product Designer (UX/UI)



Mobile Design Team Lead

at Freelancer International Pty Limited (Sydney, Australia)

Working together with Product & Tech team in agile environment to envision warriorforum.com, Freelancer's Design System and All Mobile Products (iOS, Android, and Mobile Web)

Highlight Contributions:

- Freelancer's iOS app
- Freelancer's Android app
- Freelancer's Mobile Web
- Directing a Product Design for Mobile Products
- Define a living pattern library for Mobile Products
- Define a Modular Design System for Mobile Products
- Wireframing / Prototyping / User testing
- Work with the design team on Freelancer's Branding
- Mentoring & Recruiting Designer for Freelancer.com
- warriorforum.com

Hello I'm Kocho

Hybrid Product Designer (UX/UI)



Head of Design

at Around You Pty Limited (Sydney, Australia)

Working together with the Board & Tech team in Scrum environment to develop aroundyou.com.au product from zero to hero with a half-million of a user on the platform

Highlight Contributions:

- aroundyou iOS app
- aroundyou.com.au (Web App & Mobile Web)
- Directing a Product Design (UX/UI/IA)
- Manage Designer, Developer, Copywriter and Outsource
- Digital strategy for aroundyou sub-branding
- Define a Modular Design System
- Wireframing / Prototyping / User testing
- Branding and Art Direction
- Mentoring & Recruiting for aroundyou.com
- Design + Code + Strategy for all aroundyou email

Hello I'm Kocha

Hybrid Product Designer (UX/UI)



Senior Designer

at The Ate Group (Singapore)

Working together with Marketing, PR and Design team in a boutique agency environment with a significant achievement and company milestone.

Highlight Contributions:

- Louis Vuitton: (The Mission Island Project)
- Singapore Take Out (Government's Project)
- Palate Member Card Programme (Internal Product)
- Unilever (Worldcup Campaign)
- AMEX (Advertising Campaign)
- In charge of all Creative and Design Output
- Art Direction / Branding / Illustration / Motion
- Digital Product Design Strategy (UX/UI/IA)
- Mentoring Jr. Designer and Design Team
- Design + Code + Strategy for all email product

Hello I'm Kocha

Hybrid Product Designer (UX/UI)



Digital Designer / Art Director

at MullenLowe Group (Bangkok, Thailand)

Base on a countless of the worldwide award/recognition, I'm lucky enough to work with a top class people in the industry including Creative, Designer, Copy Writer, Developer, and Planner

Highlight Contributions:

- Absolut Vodka: Facebook App & Digital Product
- Jacob's Creek: Thailand Web Product
- 100 Piper's: Digital Campaign
- Unilever: AXE
- UX/UI & Interaction Design (Flash/Action Script)
- Develop Creative Idea
- Researcher and identify UX Design
- Converting an offline campaign into digital experience

Hello I'm Kocha

Hybrid Product Designer (UX/UI)



Digital Designer

Freelance Designer (Bangkok-Based)

As a software lover and digital enthusiast, I start my design journal as a freelancer designer. I help countless of clients shaping their design product and experience.

Highlight Contributions:

- UX/UI Web Applications
- Interaction Design (Flash/Action Script)
- Advertising Digital Campaign
- UX Researcher
- Copywriting and Content
- Branding and Illustration
- Retouching, Photograph Direction
- Motion Graphic, Animation, Sound Design