



Kris (Likhit)

Senior Product Designer

"Detail-oriented Senior UX/UI Designer specialized in end-to-end product development. Highly proficient in advanced Figma workflows, design tokens, and usability testing. Dedicated to delivering high-impact design solutions that balance user needs with business goals, evidenced by a history of measurable success in complex B2B and B2C environments."

Work Experience

Senior Product Designer - Consultant (Self-employed)

Self-employed | 2025 - Present

- UX Revamp: Improved B2B workflows, increasing task success by 28% and reducing completion time by 35%.
- Design Ops: Developed Design System tokens, reducing rework by 40% and accelerating developer handoff.
- Validation: Conducted 6+ user interviews and 3 usability tests to validate MVP features within a single sprint.

Senior UX/UI Designer (Contract / Project-based)

BDMS & SCGC (Strategic Business Partner) | 2023 - 2025

- Product Delivery: Shipped healthcare apps and enterprise dashboards with cross-functional squads (PO/Dev/QA).
- Agile Design: Managed 2-week Research-to-Prototype sprints, maintaining a 90%+ retest pass rate.
- Efficiency: Optimized internal tools (permits & approvals), increasing completion rates by 22%.
- Quality Control: Standardized handoff checklists and UI kits, reducing post-release defects by 35%.

Senior UX/UI Designer

PTT Digital & ARV (AI and Robotics Ventures) | 2020 - 2023

- Complex UI: Translated AI/Robotics requirements into prototypes, piloted with 50+ active users.
- Scalability: Scaled design systems across 3 applications, onboarding new designers 20% faster.
- Streamlining: Partnered with engineering to map user flows, accelerating UAT delivery by 30%.

UX/UI Designer

TD Software Co.,Ltd | 2018 - 2020

- Agency Experience: Managed UX/UI for 10+ diverse projects, from discovery workshops to final delivery.
- Standardization: Built standardized UI kits, reducing production time for new client requests by 25%.

Technical Skills

- Design & Prototyping: Figma (Advanced), Prototyping, Responsive Design, Material Design, Apple HIG
- Design System & Ops: Design System Management, Figma Variables, Design Tokens, Handoff Optimization
- Research & Discovery: User Interviews, Surveys, FigJam / Miro, Usability Testing (Maze)
- Tools & Analytics: Jira, Notion, Google Forms, GA4

Education

Bachelor, Business Management
Sripatum University

Portfolio

[Kriscraftui.com](https://kriscraftui.com)

Behance.net/krisLikhit

[Portfolio UXUI Designer](#)

[Portfolio GraphicDesign](#)

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