

BUDSAPANEE PONGSIRIYAPORN

UX/UI Designer

budsapanee@gmail.com

Revere, Massachusetts

<https://budsapanee.me>

PROFESSIONAL OVERVIEW

Experienced UX/UI designer with 10 years of experience designing complex web/mobile enterprise applications, including accounting systems, ERPs, learning management systems (LMS), and IDEs for hardware developers with expertise in assistive technology and inclusive design principles. Holds a strong background in both computer engineering and design, ensuring the creation of implementable and scalable products. Entrepreneurial experience includes co-founding a startup and acquiring seed funding from a leading Thai mobile carrier.

WORKING EXPERIENCE

FlowAccount | Bangkok Thailand | UX/UI Designer

May 2019 – Jul 2023

Thai startup specializing in easy-to-use online accounting software for small businesses

- Developed a comprehensive design system in Figma and Storybook, resulting in standardized UI components and improved design consistency across the platform.
- Onboarded new junior designers on the design system, accelerating their integration into the team.
- Spearheaded the development of multicurrency functionality, a critical feature enabling FlowAccount's expansion into the Southeast Asia region.
- Led the development of the inventory management module, successfully expanding FlowAccount's user base to include businesses selling tangible products and retaining customers who might have otherwise migrated to higher-end ERP and accounting solutions.
- Redesigned the application dashboard to provide business owners with a clear and intuitive overview of their overall cash flow, empowering them to make more informed financial decisions.
- Proactively engaged users via workshops to collect feedback on newly launched features and integrated those insights into the Agile cycle to ensure a user-centered approach to product development.
- Collaborated closely with developers throughout the Agile development process to ensure seamless and accurate implementation of designs.

Ingarage Assistive Technology | Bangkok, Thailand | Co-founder / Product Designer

Sep 2017 – Dec 2022

An assistive and educative technology startup developing Visionear, smart glasses for the visually impaired, JustSigns, an AI-powered 3D virtual sign language interpreter, and Maker Playground, an open-source visual programming and IDE for embedded software development.

- Developed an intuitive interface for Visionear wearable hardware, prioritizing accessibility and ease of navigation for visually impaired users.
- Conceptualized and designed the JustSigns web application, including an intuitive editing interface for sentence and time code input, facilitating efficient sign language translation.
- Organized and facilitated workshops in collaboration with the Thailand Association of the Blind and the National Association of the Deaf in Thailand to train users on Visionear and JustSigns and acquire feedback to guide future design direction.

- Led the design of an open-source visual programming language for embedded systems and its editor interface, targeting interactive designers and makers with non-engineering backgrounds, in collaboration with programming language and compiler engineers.
- Secured 9 international awards from prestigious technology and startup competitions in the United States, Singapore, Taiwan, China, and Thailand, recognizing the innovation and impact of Visionear, JustSigns, and Maker Playground.

LEB2, KMUTT | Bangkok, Thailand | Graphic Designer / Website Admin

Jul 2015 – Apr 2019

An online learning and teaching platform based on the outcome-based education concept, emphasizing learner outcomes and proficiency

- Designed and produced engaging visual assets to promote new platform features and activities to professors, students, and staff.
- Led the development and ongoing maintenance of the LEB2 website, guaranteeing seamless operation. Streamlined content updates by establishing and configuring a user-friendly content management system for support and marketing teams.
- Conducted user interviews to identify key pain points, which informed the development of comprehensive FAQs and a chatbot solution to enhance support staff efficiency.
- Developed and validated a chatbot utilizing Google DialogFlow and Facebook Messenger, providing 24/7 support and reducing the workload on support staff outside of regular working hours.

INTERNSHIP

IRSE, MassArt | Boston, MA | Research and Data Assistant

Sep 2024 – May 2025

Institutional Research and Strategic Effectiveness (IRSE) at MassArt empowers the institution to deliver world-class education by providing accessible and accurate information for strategic planning and decision-making.

- Designed, developed, and maintained the IRSE website, implementing a content management system that enabled users to upload and distribute information across the institution.
- Designed and administered organization-wide surveys targeting professors, students, and staff. Utilized Tableau to clean, preprocess, and visualize the resulting data in dashboards that addressed management inquiries and identified opportunities for organizational improvement.

Student Sandbox | Syracuse, NY | Visual Designer

May 2014 – Aug 2014

An accelerator program of iSchool's Innovation, Design, and Startups (IDS) program for student entrepreneurs to grow their venture in the LaunchPad area in downtown Syracuse.

- Provided comprehensive visual design support to student startups, encompassing logo and branding development, marketing collateral creation (e.g., flyers, pitch decks), and website design mockups to enhance their online presence and bolster marketing efforts.

EDUCATION

Master of Design, Design Innovation

Sep 2023 – May 2025

Massachusetts College of Art and Design, Boston, MA, United States

Master of Science, Interaction Design

Jul 2015 – Jul 2018

King Mongkut's University of Technology Thonburi, Bangkok, Thailand

SKILLS

- **User Research:** Conducted customer interviews to identify needs, goals, and pain points, utilizing tools such as **Miro** and **FigJam**. Analyzed competitor landscapes to inform design direction.
- **Prototyping:** Developed interactive website and mobile app prototypes using **Figma** and **Adobe XD**.
- **Usability Testing:** Gathered and analyzed user feedback via **Maze** to iterate designs prior to development.
- **Front-End Development:** Developed functional websites using **HTML**, **CSS**, and **WebFlow**.
- **Quality Assurance:** Collaborated closely with developers to validate the final product against design specifications and user requirements prior to deployment.
- **Post-Deployment Analysis:** Monitored user behavior using **Hotjar** and **Google Analytics** to inform design iterations and future design decisions.
- **Data Analysis and Visualization:** Analyzed user behavior data and surveys using **Excel** and **Tableau** to create insightful dashboards that directly influenced product roadmap and development decisions.
- **Graphic Design:** Designed engaging visual assets for print and online media using the **Adobe Creative Suite** (Photoshop, Illustrator), enhancing user engagement and brand recognition.

AWARDS

- **Grand Prize Winner and Plastics One Advanced Manufacturing Award** | VT KnowledgeWorks Global Student Entrepreneurship Challenge | Virginia Tech, USA | 2015 (with teams from 14 countries)
- **Grand Prize Winner** | TECH PLAN DEMO DAY | Bangkok, Thailand | 2021 (among 24 startups)
- **Winner in World Citizenship Category** | Microsoft Imagine Cup Thailand | Bangkok, Thailand | 2015
- **Winner in Internet of Things category** | Thailand ICT Awards | Bangkok, Thailand | 2019
- **Merit Award in Inclusion & Community (Education) and Internet of Things Category** | Asia Pacific ICT Alliance Awards | Guangzhou, China | 2018 (with teams from 15 countries)
- **First Runner-up** | 8th Student Innovation Challenge in International Convention on Rehabilitation Engineering and Assistive Technology | Singapore | 2015 (among 15 finalist teams from 6 countries)
- **Second Runner-up and Best Innovation Award** | International ICT Innovative Services Contest | Taipei, Taiwan | 2015 (among 8 finalist teams from 6 countries)
- **Finalist** | Lee Kuan Yew Global Business Plan Competition (LKYGBPC) | Singapore Management University, Singapore | 2017 (36 finalist teams selected from 550 submissions across 68 countries)
- **Selected Representative of Thailand** | Creative Business Cup | Copenhagen, Denmark | 2016 (among teams from 60 countries)