

Nattamon Sitthiphisai

Content manager, UX/UI Designer

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EXPERIENCE

Genentech, South San Francisco **Content Manager, Digital UX & Platforms**

September 2022 - PRESENT

- Create, update, review, and deploy web content using Geneweaver, a custom content management system (CMS) built for Gene.com.
- Interpret new content requests in alignment with Genentech brand guidelines and CMS capabilities.
- Prioritize incoming content update requests based on a variety of factors including FDA approvals, pharmaceutical campaigns and conferences, and national health-awareness observances.
- Publish business critical content in a timely, accurate, and error-free manner.

AiTudier, Remote **UX/UI Designer**

June 2022 - August 2022

- Designed a SaaS landing page as a part of E-Learning tool for K-12 students who're interested in learning Electrical engineering and computer science.
- Conduct a competitive analysis on industry leaders, and create user flows, user journeys, personas, sketches, low-fidelity wireframes, and high-fidelity mock-ups.
- Communicate solution ideas with the project managers, developers, and other UI/UX designers to identify the technical feasibility, timelines, and capabilities

Tangible AI, Remote **UX/UI Designer**

October 2021 - November 2021

- Design additional features of "Syndee", an AI-based mobile app in tackling impostor syndrome.
- Deliverables included, research synthesis, potential user flows, sketches, wireframes, style guide, high-fidelity mock-ups, and interactive prototype

EDUCATION

Springboard UI/UX Design Career Track, Certification

9-month intensive course in UI/UX methodologies and technologies

College of San Mateo Business Administration, Associate Degree

Thammasat University, Liberal Arts and Sciences, General Studies and Humanities, Bachelor degree

SKILLS

User Experience Design
User Interface Design
Web Development
Content Strategy
Coding (HTML/CSS)
Design Thinking
Usability Testing
Empathy/Affinity Mapping
User Research
User Flows
User Journey
Mapping Information Architecture
Wireframing
Visual Design
Responsive Web Design
Rapid Prototyping
Project Management
Photo Editing