

KATTIYA :DUKE CHAN-URAI

I'm a multidisciplinary product designer based in Hawaii who has a passion for VUI. I design digital experiences that are accessible and enjoyable for people. With a background in visual communication, graphic, business development, and marketing, I create a delightful end-to-end product to bridge the gap between user's needs and business requirements.

 www.thedukekattiya.com

 Honolulu, Hawaii

 dukekatt@gmail.com

 [linkedin.com/in/dukekattiya](https://www.linkedin.com/in/dukekattiya)

EXPERIENCE

UX DESIGNER

2020–PRESENT

Freelance | Honolulu, Hawaii

- End-to-end design of an all-in-one watersport forecast app with customizable information, intuitive navigation, and an aesthetic display to provide easy access to concise information, reducing 25% searching time to find their perfect water activities spot.
- Built a UX case that improved a vocabulary learning app to help users gain at least 5 new words a day, within a 10 minutes session on-the-go.
- Design UI for a mobile coffee order app, with voice interactive functions to improve accessibility and enhance the overall user experience.

MARKETING PROJECT MANAGER / ADMINISTRATIVE SUPPORT SPECIALIST

2016–PRESENT

Advantage Webco Hawaii | Honolulu, Hawaii

- Managed marketing activation projects for Procter and Gamble team and ensured every activities generate measurable 4:1 ROI.
- Collaborated with the business intelligence team to analyze sales data, provided a post-activation summary report to senior-level management, for internal executives, retailers, and manufacturers.
- Designed and provided art direction for marketing collateral.
- Led company's web redesign projects, including creating Information architecture, determining design direction and content outline.

ASSISTANT VP–MARKETING EVENTS & COMMUNICATIONS

2011–2015

United Overseas Bank (UOB) | Bangkok, Thailand

- Led and initiated exclusive marketing event programs for high-net-worth customer to generate 10-15% YOY sales growth (10:1 ROI.)
- Designed and developed guidelines for all marketing materials, both print and digital.
- Collaborated with the international Branding & Corporate Marketing team to monitor brand image and positioning, as well as enhancing brand loyalty.

CREATIVE DIRECTOR & GENERAL MANAGER

2008–2010

Splash Communications | Bangkok, Thailand

- Generated 20-30% profit margin for every custom project.
- Oversaw projects from start to finish to ensure on-time delivery.
- Supervised a cross-functioning team including graphic designers, production managers, and sales representatives.
- Developed guidelines for publication design based on customer's requirements.
- Fostered and maintained customer relationships.

SENIOR GRAPHIC DESIGNER AND ART DIRECTOR

2001–2008

Asia City Media Group | Bangkok, Thailand

- Provided visual design, concept, art direction, style guide for BK Magazine, the company's main weekly publication, and customer's requested projects, as well as photography, layout, and illustration.
- Recruited and supervised graphic design and production team, as well as liaised with suppliers.

CORE COMPETENCIES

Analytical skills • Visual design • Test-driven development • Cross-functional team collaboration • Strategic planning & budget management

SKILLS: UX/UI/VUI

User and market research • Personas identification • User journey maps • Information architecture • User flows • Wireframes & prototyping • Usability testing • Voice user interface design

TOOLS

Sketch • InVision • XD • Adobe Creative Suite • Balsamiq • Marvel • Usabilityhub • HTML, CSS • Alexa Skill Kit • VoiceFlow • Google Workspace • Optimal

EDUCATION

MASTER OF ARTS, Journalism

Thammasat University | Bangkok, Thailand

BACHELOR OF ARTS, Communication Arts, Information Management (First Class Honor)

Rangsit University | Pathum Thani, Thailand

CERTIFICATION

VOICE USER INTERFACE DESIGN CERTIFICATE

USER EXPERIENCE DESIGNER CERTIFICATE

CareerFoundry | Berlin, Germany – Feb 2021

GLOBAL BUSINESS CERTIFICATE, East-West

Knowledge Leaders Program (Fujitsu's Scholarship)

Japan-American Institute of Management Science |

Hawaii & Japan – Feb 2013

ACHIEVEMENTS

MODEL FOR INNOVATION: IMPROVING PUBLIC TRANSPORTATION SYSTEM IN HONOLULU

– 1ST PLACE WINNER

Japan-American Institute of Management Science |

Hawaii & Japan

Researched and created a framework to solve public transportation problems in Honolulu based on users and social needs. Coincidentally, the same idea was deployed in Hawaii 5 years later, which is known as Biki – Honolulu's bikeshare system.

LANGUAGES

Thai (Native)

English (Fluent)