

Darat Mokhom

UX/UI Designer with 4+ years of experience designing web applications, administrative systems, and e-commerce platforms. Skilled in translating business requirements into intuitive user interfaces and scalable design solutions. Experienced in collaborating with cross-functional teams to improve workflows and support product growth.

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Experience

UXUI Designer | Kobkiat-IT

Jun 2021 - Present (software house)

- Led end-to-end design of a social web and mobile platform connecting creators and fans, including user flows, wireframes, prototypes, and developer handoff.
- Designed and optimized an admin dashboard to manage user activity and platform operations, reducing internal content publishing time by 25%.
- Developed marketing support applications in collaboration with stakeholders and advisors to align product features with business goals.
- Launched three company websites from concept to public release using WordPress.
- Led visual and graphic design direction across company materials to ensure brand consistency.

UXUI & Graphic Designer | Cipher.,co.Ltd

Mar 2020 - May 2021 (Software and Marketing Agency)

- Collaborated closely with clients to launch the Asia Books e-commerce website, the largest bookstore platform in Thailand.
- Contributed to the successful launch of a large-scale e-commerce platform supporting 300+ daily transactions.
- Conducted research to identify user pain points and business requirements, facilitating workshops and brainstorming sessions with stakeholders.
- Designed user flows, wireframes, brand identity elements, and UI systems to deliver a cohesive digital experience.
- Coordinated with outsourced development teams to resolve design and implementation challenges throughout the project lifecycle.
- Developed marketing and proposal materials to support client acquisition and brand positioning.
- Created visual assets aligned with marketing strategies, contributing to a 35% increase in organic engagement.
- Delivered design solutions for more than 10 local and international clients across various industries.

Graphic Designer | TNY Academy

Nov 2018 - Feb 2020 (Coaching Agency)

- Developed cohesive visual content across digital platforms, including social media campaigns, banners, motion graphics, and animated video titles to maintain consistent brand identity.
- Produced marketing and event materials such as presentations, stage visuals, and print assets to support seminars and promotional activities.
- Coordinated visual execution for seminars and corporate events, ensuring alignment between branding, messaging, and audience engagement.

Graphic Arts Teacher | SBAC

May 2018 - Sep 2018 (College)

- Delivered instruction in sketching, drawing, and design thinking to a class of 30 students.
- Developed structured assignments and project briefs to strengthen students' creative and analytical skills.
- Provided individualized feedback, evaluations, and performance assessments to support student development.

Graphic Design Intern | Spicydisc

May 2018 - Sep 2018 (College)

Co-authored few album covers for musical bands such as "The rube" and "Kor Notapol" that can be seen in Spotify. Participated in organizing "Melody of Life 11" and creating various artworks for its promotion.

Education

Graphic and Multimedia Design | Bachelor's degree

Suan Sunandha Rajabhat University (2014 - 2018)

Studied Graphic and Multimedia Design, focusing on visual content for advertising and media. Covered graphic design, 3D animation, motion graphics, website, and game design, gaining hands-on experience with industry tools and design principles.

Skills

Social Media Analytics (Facebook, Instagram) | Motion Graphics | Wireframing | Adobe Creative Suite | WordPress | Research | Prototyping | AI Generator (freepik.com) | Quickbooks | User Flows | Wireframing | Design Systems | Interaction Design | Responsive Design | Developer Handoff | Excel | SQL | Squarespace