

# Sitthichoke Noisri

## Service & Experience Designer

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Born on 18 July 1994

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\*Notice period 30 Days

### EDUCATION

#### University of Glasgow, Glasgow School of Art MSc International Management & Design Innovation

Focus: Integration of design, business and technology / Entrepreneurship / Service Design  
(with Merit)

2019 - 2020 / Glasgow, UK

#### Research Project : Enhancing Mental Health Support Based in Glasgow

The design project, partnered with multiple health care providers and support groups in Glasgow, aims to promote people engagement in mental health support by focusing on positivity of oneself.

Apr 2020 - Aug 2020 / Glasgow, UK

#### Chulalongkorn University Bachelor of Industrial Design

Focus: Experience design/ Design research method/ Visual Design/ Issue-based design  
(Second-Class Honors, GPA 3.41)

2012 - 2016 / Bangkok, Thailand

### SKILLS

#### Human-Centered Design (HCD), Integrated Design Thinking Process

UX/UI | Service Design | Design Research Methods | Macro and Micro Analysis | User Research and Testing

Lean and Sustainable Design Process | MVP Deliverables | Workshop Facilitation | Data Visualisation

IELTS 6.5 with no components less than 6.0 (2019)

#### Software, Technology

Prototyping Tools : Figma | XD

Design Tools : Adobe Creative Suite

Testing Tools : Maze

Others : Excel | Power point | Keynote

### EXPERIENCES

#### Ai & Robotics Ventures, Cariva (Thailand)

##### Senior Product Designer

Jan 2022 - Present / Bangkok, Thailand

- Responsible for AI product development - Aily (AI-driven personal health assistant) encompassing mobile and web applications through conducting in-depth user research to enhance business specifications, as well as the creation of user flow maps, prototypes, and a design system to ensure a seamless user experience.

- Conducting a strategic user research (qualitative and quantitative methodologies) to uncover user pain points, needs and insights, which ultimately led to the new direction and development of a groundbreaking product: Aily, an AI-driven health assistant platform.

- Leveraged strategic user research to guide product direction, securing a Series A investment from BDMS and NIA Innovation Thematic grant, validating the potential of the AI-driven healthcare solutions.

- Supported the business unit in securing funding and driving revenue growth, bringing about acquiring corporate users by 2022.

- Applied lean UX framework and design thinking process into multiple stages of a product development to support the business acceleration, resulting in around 96% of design sprint success in 2022.

#### SCB, SCB Tech X

##### Business Designer (UX/UI)

Jan 2021 - Nov 2021 / Bangkok, Thailand

- Created Proof-of-Concept prototypes for new product ideas and conducted user research and stakeholder interview to get product requirements in order to develop wireframe, Lo-Fi, and Hi-Fi prototype of Dev Labs and Knowlabs

- Conducted usability testing of Dev Labs - DevOps developer platform to improve user experience and user interface design of its platform by easing the complexity of the dashboard.

- Collaborated with the team to drive Innovation Thinking Process within the organisation through TechX Innovation Runway to support intrapreneurship mindset.

#### Yamaha Motor Asian Center

##### Product Designer

Jun 2017 - Aug 2019 / Samutprakarn, Thailand

- Conducted users survey and focus group to acquire customer insights towards a new product opportunity.

- Interpreted customer insights into design elements, conceptual ideas and product direction.

- Adopted design process and innovation thinking such as user journey, personas within internal operations to uncover new product opportunities