

# Boonchanin Siripattanasarakit

Design & product leadership

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## PROFILE

Design and product professional with **15+ years of experience** across digital products, UX/UI, technical delivery, and team leadership. Deep experience in CRM and loyalty ecosystems, including back-office platforms and customer-facing products.

Connects user needs, business goals, and technical realities to shape product direction, solve complex problems, and deliver practical digital experiences.

## EXPERTISE

|                         |                                                                                                                                                                              |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product & strategy      | <ul style="list-style-type: none"><li>Product strategy &amp; development</li><li>Business &amp; performance analysis</li><li>Product research &amp; prioritization</li></ul> |
| Design & technology     | <ul style="list-style-type: none"><li>UX/UI &amp; interaction design</li><li>CRM &amp; loyalty ecosystems</li><li>Design systems &amp; technical collaboration</li></ul>     |
| Leadership & management | <ul style="list-style-type: none"><li>Team leadership &amp; mentorship</li><li>Project &amp; resource management</li><li>Cross-functional stakeholder alignment</li></ul>    |

## EXPERIENCE

Jun 2025 – Sep 2026

### Design Specialist & Product Manager

Buzzebees Co., Ltd.

Expanded into product management, combining design expertise with business planning, research, development, and continuous product improvement.

- Product development:** Maintained and evolved products, including new engagement and game systems.
- Data & performance:** Evaluated user, product, financial, and operational metrics to guide decisions.
- Business & growth:** Planned marketing activities and iterative development priorities.
- Project & resources:** Coordinated timelines, cross-functional teams, and resource allocation.

2023 – 2025

### Freelance UX/UI Consultant & Product Strategist

Independent

Worked with clients across industries and international markets, applying experience from complex digital products to help small and medium-sized businesses build effective solutions within budget and timeline.

- Cross-industry perspective:** Adapted design approaches to different markets and business models.
- Product consulting:** Defined product direction, user journeys, and feature priorities.
- Practical delivery:** Balanced design quality, feasibility, resources, and timelines.

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**EXPERIENCE**

2014 – 2023

**UX/UI Manager**

Buzzebees Co., Ltd.

Led UX/UI across Buzzebees' CRM and loyalty ecosystem, covering back-office management platforms and customer-facing applications. Connected client needs, business requirements, and technical capabilities as digital technologies evolved.

- **CRM ecosystem:** Designed CRM, loyalty, and engagement experiences across multiple platforms.
- **Stakeholder alignment:** Worked with IT, marketing, legal, logistics, and client stakeholders to solve complex problems.
- **Team leadership:** Managed and mentored 7 designers, guiding quality and development.
- **Design operations:** Established UX/UI standards, workflows, and reusable patterns.

2014 – 2020

**UX/UI & Web Development Lecturer (Part-time)**

Thammasat University | School of Business, Digital Marketing Certificate Program

Taught business owners to build and manage their own websites with WordPress as a digital marketing channel, introducing website essentials and how UX/UI can communicate a brand and support business goals.

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**EARLIER EXPERIENCE**

2013 – 2018

Bangkok

**Creative Director**

idea-icon

Led creative direction for web-based platforms, advising clients on digital solutions and brand identity while overseeing design quality from concept to delivery.

2013 – 2014

San Francisco, CA

**UI Designer**

iFood Network

Developed visual and UI concepts, design assets, and brand-consistent digital experiences.

2011 – 2012

San Francisco, CA

**Web Designer & Developer**

Media Pro

Designed and developed websites from planning and visual design through implementation and launch.

2010 – 2012

San Francisco, CA

**Web Designer & Developer (Contractor)**

Iron Creative

Collaborated across design and development for brands including Levi's, La Cornue, and Patelco Bank.

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**EDUCATION**

2007 – 2010

San Francisco, CA

**Academy of Art University**

MFA, Computer Arts and New Media

2000 – 2003

Bangkok

**King Mongkut's University of Technology Thonburi**

BSc, Computer Science