PANTIPA CHITAMITARA

Visual/UI Designer

📞 415-592-4516   ✉️ pantipamd@gmail.com

🌐 www.pantipa.com   📍 Richmond, CA

EDUCATION

Master of Fine Arts
Web Design & New Media
Academy of Art University
San Francisco, CA
2013 - 2016

Bachelor of Fine Arts
Graphic Design
Mahasarakham University, Thailand
2004 - 2008

SKILLS

- Design Management
- UX/UI Design
- Visual Design
- Design System
- Mobile Design
- User Testing
- Branding
- Motion Graphic Design

TOOLS

- Figma
- Adobe Creative Suite
- Canva
- Asana
- Slack
- Jira
- Google Suite

WORK EXPERIENCE

Freelance Visual/UI Designer   Aug 2023 - Present
San Francisco Bay Area

Consult with clients on brand design and brand strategy. Developed high level design for digital ad replication and social media posts for various digital ad agencies. Provided design services for web design, UI design, graphic design and other visual design work.

Vice President of Design   Sep 2021 - Jun 2023
ItsaCheckmate | New York, NY

Led the entire design department to establish processes and growth of design teams, and maintained the company's brand definition and design principles. Provided creative vision for the organization, established UX/UI design process, and contributed to high-level design development. Worked with cross-functional teams, such as Marketing, Product, Engineering, and Customer Support teams to implement design strategies. Managed Visual Design and UX/UI teams and oversaw 11 designers.

Director of Design   Mar 2019 - Aug 2021
ItsaCheckmate | New York, NY

Develop UX/UI design for customer UI portal. Oversaw design direction and brand of the company. Managed designers and developed strategic growth of the design team. Contributed to high-level visual, UI, and motion graphic design. Mentored junior designers. Worked with cross-functional teams to support design needs.

Visual/UI Designer (Contract)   Oct 2018 - Jan 2019
Wells Fargo Bank | San Francisco, CA

Worked in the Customer Experience Design Team (CXD) to research branding and high-level visual designs for Well Fargo's internal design systems. Produced and presented competitor research for interactive UI and other UI elements of Wells Fargo's API products. Reorganized style guides and design systems for other Wells Fargo's products.

Visual/UI Designer (Contract)   Jul 2018 - Oct 2018
Common Sense Media | San Francisco, CA

Create visual and interaction designs for various digital web and UI platforms per the organization's branding guidelines. Developed visual design guidelines and process improvements. Produced prototypes, wireframes, and final design assets for developments. Collaborated with cross-functional teams to ensure designs are feasible and scalable. Performed comprehensive Design QA.

Senior Visual/UI Designer (Contract)   May 2018 - Jun 2018
Madison Reed | San Francisco, CA

Developed and delivered wireframes, hi-fi visual design specs, and prototypes via the Agile Design process based on analysis from UX testing. Collaborated with the engineering team for responsive design and assets.

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AWARDS

Spring Show Finalist
Academy of Art University, San Francisco, CA
2015

Selected by directors and faculty of the School of Web Design & New Media to present work to the tech industry and the public.

Thesis Scholarship
Mahasarakham University Senior, Thailand
2008

Selected by Faculty of Architecture, Urban Design and Creative Art for scholarship on design thesis.

WORK EXPERIENCE

Senior Visual Designer (Contract)   Jun 2017 - Nov 2017
Sling Media | Foster City, CA

Implemented advanced visual design principles, developed and delivered hi-fi visual design specs and prototypes, managed and interpreted wireframe specs, planned and liaised with engineering teams to deliver assets for web and native iOS and Android apps, researched and analyzed, and presented market trend assessment, and design best practices for product and development teams.

UX/UI Designer (Contract)   Jan 2016 - Oct 2016
IKEO | Playa Vista, CA

Developed and implemented UX/UI Design process, developed user scenario, task flows, lo-fi, med-fi, and hi-fi wireframes, interactive prototypes, developed and implemented design system, and developed concept video for walkthrough.

UX/UI Design Intern   Sep 2015 - May 2016
Young & Hungry A Creative Co-Op
San Francisco, CA

Managed projects, designed graphic assets for advertising, presentation, and publication, researched and developed creative strategies, designed apps for branded content, and analyzed and redesigned clients' websites.

Freelance Visual/Web Designer   Jan 2009 - Aug 2015
Oakland, CA

Design UI for website and mobile sites, logos, corporate identity, and marketing prints.

Graphic Designer   Jan 2008 - Dec 2008
Apichart Printing | Mahasarakham, Thailand

Created graphic and print designs for clients. Assist in creative direction for print ads.

Lecturer's Assistant   Jan 2008 - Oct 2008
Mahasarakham University | Thailand

Assisted professors at the Faculty of Architecture, Urban Design, and Creative Arts for lecturing in Design Fundamental, provided project review and advice for undergraduate student