

CHANANAN NAWAWONGSATHEAN (TOEY)

PRODUCT DESIGNER

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SUMMARY

An evidence-driven Product Designer with 5+ years across user experience (UX) research, UI design, and product management. I work end-to-end — gathering requirements from stakeholders and users, prototyping, validating with real people, and landing on a solution ready for development. Specialized in complex, high-stakes software such as hospital EMR and clinical tools, and grounded in measurable results rather than instinct: CSAT 20% → 80%, NPS 17% → 67%, and 100% task completion in usability testing.

PROFESSIONAL EXPERIENCE

Product Designer at H LAB Hospital EMR software — Bangkok, Thailand 2025 - Present

- **Own the end-to-end design process** for safety-critical clinical screens used daily by physicians, nurses, and pharmacists — planning my own project timelines, gathering stakeholder requirements, designing and prototyping, validating with real users, and carrying the work through developer handoff to delivery.
- **Raised CSAT from 20% to 80%** and moved SUS from “Poor” to passing on a redesigned order-tracking screen, with 7/7 clinicians rating it “Excellent” — combining heuristic audits, user interviews, a 9-person Design Sprint, and Kano prioritization.
- **Restructured layout and navigation** of the patient chart around clinicians' real mental models, validated through card sorting and usability testing: 100% task completion, averaging 23 seconds per task.
- **Accelerate the design cycle with AI** — building wireframes and working prototypes rapidly with Codex and Figma Make, and using Claude for research synthesis and requirement analysis, getting validated concepts to engineering faster.
- **Operate as a BA–designer hybrid**: map “as-is” business processes into “to-be” models and user flows, converting ambiguous clinical requirements into validated solution directions that reduce engineering rework.
- **Drive the full UAT cycle** — prepare test cases, users, and test data; pre-test the system against TOR requirements, recording pass/fail results and reporting bugs to the BA team; coach users on-site while logging feedback and TOR issues.
- **Consolidate post-UAT results**, classifying and prioritizing issues against the TOR for a clean handoff to the delivery team, and support Business Simulation (Biz Sim) and Go-Live.

UX Researcher at KO-EXPERIENCE Bangkok, Thailand Feb 2024 - Sep 2024

- **Led end-to-end research sprints** that set product direction before design and build — user interviews, usability tests, and competitor analysis covering 10 apps across 12 feature dimensions.
- **Lifted NPS from 17% to 67%** in concept testing (Maze) for a major residential home-service app; delivered a prioritized backlog, a revised information architecture, and product & design principles.
- **Facilitated stakeholder workshops** and translated findings into personas, customer journeys, user flows, wireframes, and prototypes, aligning designers, developers, and business owners on one evidence-backed direction.

Product Owner at Vonder Thailand Bangkok, Thailand Aug 2023 - Dec 2023

- **Owned the HRD approval system** (hierarchical, multi-level approvals); wrote user stories and gathered requirements with design and software teams, keeping the product roadmap aligned across teams.

- **Increased profit by 17M THB in 2022** through supplier negotiation and selection, ensuring high product-quality standards.
- **Implemented a Lean NPD project** that cut warehouse staff overtime by 70% and goods waiting time by 67%, then scaled the initiative across business units.
- **Drove data-informed decisions**, compliance audits, and proactive risk management across cross-functional teams.

TECHNICAL SKILLS

Tools: Figma, Maze, Useberry, Jira, Linear, Confluence, Miro, FigJam, Notion, Slack; basic command of SPSS, Google Analytics, HTML/CSS, WordPress

Design Skills: User Interface (UI) Design, User Experience (UX) Design, Visual Design, Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, User Flows, Customer Journey Mapping, Accessibility & Inclusive Design

Research Skills: User Research & Research Planning, User Interviews, Usability Testing, Card Sorting, Survey Design, Competitive Analysis, Journey Mapping, Heuristic Evaluation, Contextual Inquiry, Insight Synthesis

AI Tools: Claude, ChatGPT, Gemini & NotebookLM for research and data synthesis; Figma Make, Claude Code & Codex for rapid prototyping and design-to-dev handoff; MCP & agentic workflow awareness

Delivery & Frameworks: Requirements Gathering, User Stories, UAT & Biz Sim Coordination, Product Thinking, Design Sprint, Kano Model, Nielsen's Heuristics, CSAT, NPS, SUS

ADDITIONAL PROJECT EXPERIENCE

[Freelancer] Web Designer / Web Creator2024 - Present

Design and develop WordPress presentation and e-commerce websites, owning timelines and design.

[Volunteer & Organizer team] Conference UX Thailand2024

Designed attendee questionnaires focused on simplicity and actionable feedback.

[Teacher Assistant] UXUI Foundation — KMITLJun - Dec 2024

Supported a foundational UX/UI course: lesson planning, design principles, and usability testing.

EDUCATION

Bachelor of Science (Food Science and Technology) — Kasetsart University2017 - 2021

Bachelor of Science (ICT) — Mahidol University2015 - 2017

AWARDS

Won the Ant Mission Award for CPRAM Event 2022 : CPRAM Co., Ltd (Head Office)

Student Award of Excellence for Creativity and Innovation : Kasetsart University

Awarded the consolation prize for FI Innovation Contest : NSTDA

TRAINING CERTIFICATE

Journey Mapping · User Research Methods — IxDF | UXUI · Intro to Web Accessibility — Skooldio
Design System — Designil | Agile & SCRUM — Coursera | Initiating and Planning Projects — UC Irvine
Google Cloud Skill Boost — Google Cloud | ISO 9001:2015 Internal Auditor — BSI