

CHANANAN NAWAWONGSATHEAN (TOEY)

PRODUCT DESIGNER

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SUMMARY

An evidence-driven Product Designer with 5+ years across UX research, product design, and product management. I work end-to-end — gathering requirements from stakeholders and users, prototyping, validating with real people, and landing on an agreed 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.

TECHNICAL SKILLS

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

Design Skills: Requirements Gathering, Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems, User Flows, User Journeys

Research Skills: User Interviews, Usability Testing, Card Sorting, Surveys, Competitive Analysis, Journey Mapping, Heuristic Evaluation, Contextual Inquiry, Qualitative & Quantitative Analysis

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

Frameworks & Metrics: Design Sprint, Kano Model, Nielsen's Heuristics, CSAT, NPS, SUS, Time on Task

PROFESSIONAL EXPERIENCE

Product Designer at halab 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 — from stakeholder requirements through prototyping, user validation, and developer handoff.
- **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 to locate any menu.
- **Operate as a BA–designer hybrid**, converting ambiguous clinical requirements into validated, agreed solution directions that reduce rework for engineering.

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 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); collaborated with design and software teams to turn user problems into roadmap requirements aligned across teams.

Product Management at CPRAM Co., Ltd Bangkok, Thailand

May 2021 - Aug 2023

- **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.

ADDITIONAL PROJECT EXPERIENCE

[Freelancer] Web Designer / Web Creator

2024 - Present

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

[Volunteer & Organizer team] Conference UX Thailand

2024

Design attendee questionnaires focused on simplicity and actionable feedback to improve future events.

[Teacher Assistant] UX/UI Foundation — School of Architecture, Art, and Design, KMITL

Jun - Dec 2024

Supported a foundational UX/UI course for third-year students: lesson planning, design principles, usability testing, and facilitated discussions.

EDUCATION

Bachelor of Science (Food Science and Technology) — Kasetsart University

2017 - 2021

Bachelor of Science (ICT) — Mahidol University

2015 - 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 and Best Practices — IxDF | UXUI · Intro to Web Accessibility — Skooldio

Design System — Designil | Agile Project Management and SCRUM — Coursera | Initiating and Planning Projects — UC Irvine

Google Cloud Skill Boost — Google Cloud | ISO 9001:2015 Internal Auditor — BSI