

# VICHITA JIENJITLERT

*Product Designer with a passion for creating satisfying experiences through user-centered design.*

<http://vichita.com>

240-760-9693

iamvichita@gmail.com

[linkedin.com/in/vichitaj](https://www.linkedin.com/in/vichitaj)

9530 Baltimore Ave.

College Park, MD 20740

## USER RESEARCH & EVALUATION

Usability Testing

Field Research

Participatory Research & Design

Surveys

## UX & VISUAL DESIGN

Sketch

Adobe Illustrator

Adobe Photoshop

## INTERACTIVE PROTOTYPING

Invision

Axure

Adobe XD

## DEVELOPMENT & DATABASE

HTML / CSS / JavaScript

Bootstrap / ASP.NET C#

MySQL / Oracle

## DATA VISUALIZATION

Tableau

SAP Business Objects

## PUBLICATIONS

Sidebar.io

UX Planet

Prototypr

## AWARDS

2nd Place Judges Award for UX  
@Adobe Creative Jam Corcoran 2018

## EDUCATION

### Master of Science in Human Computer Interaction (HCI)

University of Maryland, College Park

AUGUST 2016 - EXPECTED MAY 2018 | College Park, MD | CGPA of 3.96

### Bachelor of Science in Computer Science

Mahidol University

AUGUST 2010 - APRIL 2014 | Bangkok, Thailand | First Honors with CGPA of 3.75  
Minor in Applied Math

## PROFESSIONAL EXPERIENCE

### Stamp Student Union | Graduate Assistant in Web Services

AUGUST 2016 - PRESENT | University of Maryland, College Park, MD

Lead redesign and implementation of the school's election system. Work closely with clients for requirements gathering and design validation. Manage projects by developing action plans and timelines and support web applications using ASP.NET C#, HTML, Javascript, CSS, and MySQL.

### Sparks Grove | UX Design Intern | [Project Site](#)

JUNE 2017 - JULY 2017 | Atlanta, GA

Scrum master for a responsive website redesign project for a leading client in the hotel industry resulting in up to 80% increase in usability ratings. Conducted user research and surveys to guide design strategy. Created wireframes using Sketch and interactive prototypes using Invision for mobile and desktop websites. Conducted usability testing sessions to validate designs.

### Accenture Solutions | Technology Senior Analyst

MAY 2014 - MAY 2016 | Bangkok, Thailand

Designed and developed interactive dashboards for executive clients using SAP BO tools in teams of over 10 professionals. Worked closely with business analysts, designers, and developers in 4 successful end-to-end project implementations for clients in oil & gas and cement industries. Prepared and delivered client presentations with clear communication.

### Hitherto Online Journal | Visual Designer

FEBRUARY 2013 - APRIL 2014 | Mahidol University, Bangkok, Thailand

Designed branding, visual interface, and web graphics for the school's journalism website using Photoshop. Managed web content using Drupal.

## PROJECT EXPERIENCE

### Flipboard Redesign | Product Designer | [Project Site](#)

Developed an interactive prototype focused on rearranging magazines based on user's interest using Axure.

### Starbucks Usability Study | User Researcher | [Project Site](#)

Worked in a team of 4 to conduct field testing sessions, compile usability issues, and provide recommendations to improve usability of the mobile app.