



EMAIL

 bluerachapradit@gmail.com

PORTFOLIO

 www.bluerachapradit.com

SKILLS

UX-UI Design

Graphic Design

User Research

Figma

Adobe Creative Suite

Illustration, Animation Design

Branding & Competitive Analysis

Wireframing

Prototyping

Presentation Design

Scrum & Agile Training

ACHIEVEMENTS

Yale Young Global Scholar

Developed and presented a user-centric social enterprise solution for the High-Level Meeting Challenge under the guidance of Unicef and Tandemic in Malaysia. The project involved over 3 months of in-depth user research and business development.

HOBBIES

On my off time you can find me pursuing passion projects in the arts - some of my past projects include starting a feminist art magazine from scratch to working on a performance piece with an art collective in Bangkok. I enjoy painting, poetry and photography as well as working on my geeky fantasy novel.

BLUE RACHAPRADIT

UX-UI & SERVICE DESIGNER

ABOUT ME

I am a UX-UI Designer with an extensive background in UX Research, Service Design branding and UX/UI Design for agile start-ups and agencies. Getting to translate my academic interest in psychology through digital products that are humanistic and empathetic is my greatest joy. My goal is to use my skills to drive accessibility and inclusivity within digital spaces. I am adept in collaborating with clients, developers, other designers and users to ensure an ethical, meaningful and people-centric vision.

WORK EXPERIENCE

UX-UI Apprentice

Experience Haus | March 2022-July 2022

- Lead the UX and UI design process of digital products for client businesses of diverse industries (B2B SaaS, an e-commerce site and a mobile application), including user research, wireframing, low and high fidelity prototyping, and usability testing.
- Conducted brand positioning consultation workshops for clients and created unique graphic assets and illustrations for branding according to market research and competitive analysis.

Contract Service Designer, Healthcare

LUKKID | July 2021 - Oct 2021

- Conducted user research and lead UX design brainstorming workshops with key stakeholders in the development of service design solutions.
- Redesigned the user experience and service blueprint for Siriraj Hospital's Dementia Clinic.

Contract UX Designer

Kept-Fund | Aug 2020-April 2021

- Conducted user research for the development of a mobile application targeting gen-z and their money-saving habits, synthesizing findings into comprehensive reports informed by my background in psychology.
- Worked with the product development team including product managers and engineers to review UX and UI design, aligning them with user research findings.

Graphic Design Intern

Inde.co | July 2020-October 2020

- Developed the company's color guide, created assets and presentation templates according to Corporate Identity.
- Create internal brand image library, maintaining an organized and updated shared files for design and marketing team.

Service Design Intern

Tandemic | June 2018 - September 2018

- Assisted in the development of educational materials for the refugee education project based on intensive user research accompanied by Service and UX Design methodologies.
- Facilitated and designed content for Design Thinking and Agile workshops to help organizations improve company culture.

EDUCATION

Minerva University | 2021 Graduate

Bachelors in Arts & Humanities, Psychology Minor

Courses: Cognitive Neuroscience, Personal and Social Motivation, Perception, Cognition and Reality, Theories of Cognition and Emotion, Market Dynamics and Product Analytics