



Yui Rasananda

Product Designer

I am a T-shape designer with a focus in Interaction Design. In short, I like to design products that people'd love to use.

Contact

0452 614 569

yui.rasananda@gmail.com

www.yuirasananda.com

Design Methods

User Research

Affinity Diagram

Contextual Inquiry

Storyboarding

Persona

Flow Diagram

User Journey

Wireframe

Interactive Prototyping

Mock up

Heuristic Evaluation

Usability testing

Tools

Sketch

Principle

Adobe Photoshop

Adobe Illustrator

Omnigraffle

Axure

Balsamiq

HTML5/CSS3

Bootstrap

Basic Javascript, jQuery

PROFESSIONAL EXPERIENCE

Product Designer (UX / UI)

ClickView

Sydney, Australia | Jul 2016 – Present

ClickView is an educational learning platform offering thousands of educational videos designed to support the curriculum and engage students.

- Developed and maintaining a Design System to use across all ClickView products
- Responsible for design and directing new product features.
- Collaborate closely with engineers to ensure the quality of implementation

UX / UI Designer

Recomazing

Sydney, Australia | Mar 2016 – Jul 2016

Recomazing is a social media platform that works by enabling friends to find, make and share business recommendations to their social media network.

- Elicit product design and workflow requirements using best practice techniques
- Create Wireframes and mockups for internal review and brain storming
- Conducted multiple usability testing sessions on prototype

UX / UI / Digital Designer

Freelance

Sydney, Australia | Oct 2015 – Feb 2016

Providing UX design, UI design and digital design services including HTML5 banners, image editing, illustration and website design to a number of clients globally.

Selected Clients ABC, Grio, INT education

UX / UI Designer & Co-founder

TWENTYSIX Studio

Bangkok, Thailand | Jan 2014 – Sept 2015

TWENTYSIX is a boutique design studio specialised in building website and web applications focusing on optimal digital user experiences and beautiful design.

- Used **Omnigraffle** to create wireframes for website & mobile apps.
- Built interactive prototypes using **HTML**, **CSS** and **Javascript**.
- Executed all visual design stages from concept to final hand-off to engineering

UX / UI Designer

Grio

San Francisco, USA | Oct 2011 – Oct 2013

Grio is a San Francisco-based software consulting company that services a broad range of programming requirements.

- Work closely with project manager and developers throughout software development lifecycle
- Collaborated on user experience planning with a lead experience architect
- Gathered client's requirements and translate them into wireframes.
- Contributed interaction design work for various clients

Selected Clients Google, Tagged, GDC, North Western University, Sticher Radio



Yui Rasananda

Product Designer

Contact

0452 614 569

yui.rasananda@gmail.com

www.yuirasananda.com

Freelance Translator

Computer Arts Thailand

Bangkok, Thailand | Nov 2009 – Sept 2010

Performed English to Thai translation for the magazine, Computer Arts Thailand.

Web / Graphic Designer

BitConstructor

Bangkok, Thailand | Mar 2009 – Sept 2009

BitConstructor a web application development and design agency based in Bangkok, Thailand.

- Designed both websites and offline media
- Created visual concepts that match the clients needs
- Improvement of designs according to usability standards.
- Created and/or edit images and graphics for website use.

Junior Flash Developer

Net Niche Software

Bangkok, Thailand | Mar 2008 – Nov 2008

Net Niche Software is a creator of aspire, a fully-integrated investor relations management system. Which enables publicly listed companies to take control and manage all IR activities.

- Assisted in developing flash-based tutorials for company's software
- In charge of editing VDO for company's events
- Designed marketing materials for the company such as brochures, presentation, roll-up etc.
- Designed and maintain the company's website.

EDUCATION

General Assembly

User Experience Design Immersive

Sydney, Australia | Dec 2015 – Feb 2016

10-weeks User Experience Design bootcamp (400 hours of training) by leading UX Design organisation

- Client project with Madpaws, a startup which help connect pet owners with local pet sitters.

Carnegie Mellon University

MSIT ebusiness Technology

Pittsburgh, USA | Graduated 2011

- Elective subjects included Basic Interaction Design & Intro to HCI
- Redesigned the MSIT eBusiness website with 2 fellow students
- Practicum project with Samsung SDS

Royal Melbourne Institution of Technology

Bachelor of Design

Melbourne, Australia | Graduated 2007

Silpakorn University International College

Bachelor of Fine Art (Multimedia Design)

Bangkok, Thailand | Transferred