

SURIYA UTTASAYYO

UX/UI Designer | Experience Designer Consultant

I'm an experience designer passionate about improving the lives of others through design.

I've worked across insurance, EV, and e-commerce—creating experiences that genuinely improve how people interact with products.

// Work Experience

Sr. Experience Designer - Bluebik Group PLC.

Jan 2025 - Present

- Contributed to the migration and consolidation of all design files and design systems for the insurance app, improving structure and ensuring a smooth handover during team transitions.
- On-site sit-ins with partner teams, offering experience design consultation and helping align product direction with user and business needs.
- Designed and led the CMS experience for the EV platform, including payment/void management, charging session monitoring, and promotion and content management for both B2C and B2B users.
- Developed AI-assisted ideation workflows that shortened pre-discovery work and equipped the business team with clearer concept tools for client discussions.
- Improved the team's design operations by restructuring file organization, optimizing Figma workflows, and refining the design-to-dev handoff process for higher clarity and reduced rework.

Experience Designer - Bluebik Group PLC.

June 2022 - Dec 2024

- Led UX/UI design for insurance enterprise products, delivering user flows, wireframes, and clear design documentation across both customer interfaces and back-office/CMS systems.
- Co-led the UX/UI revamp process, defining mood & tone, design direction, and micro-interactions to create a more cohesive and intuitive user experience.
- Led discovery activities with product owner & business units—aligning & clarifying requirements, and ensuring both business and technical alignment.
- Planned and conducted user research including interviews and usability testing across different project phases.
- Provided consultation during early ideation and problem definition—translating client needs into clear design directions and structured documentation.
- Coordinated and organized incoming discovery backlog in an agile environment, working with both discovery and delivery teams to align scope and expectations.

Experience Designer - Jenosize Co., Ltd.

June 2021 - June 2022

- Conducted UX research interviews and workshops to understand user needs, pain points, and business objectives for an e-commerce mobile application in the retail (convenience store) industry.
- Synthesized research insights into actionable UX recommendations and presented findings to product stakeholders.
- Designed user flows, information architecture, and wireframes that improved usability and streamlined key customer journeys such as browsing, ordering, and promotion discovery.
- Collaborated closely with Developers, PMs, and Business teams to ensure alignment, feasibility, and smooth implementation.

UX/UI Designer - Better Soft Co., Ltd.

May 2021 - Oct 2021

- Gathered business and product requirements for a stock trading platform.
- Designed user flows and interfaces that support trading-related journeys such as onboarding, portfolio management, and order executions.

UX/UI Designer Intern - Satang

June 2020 - July 2020

- Study on UX Fundamental and UI Fundamental and applied to Satang website.
- Study of how design thinking can be applied to the UX process and research technique.

✉ suriya.ttao@gmail.com

🎓 Second class honors in Bachelor degree of
Computer Engineering
@KMITL

// Skills

UX/UI Design

UX/UI design / Wire-framing / Prototyping
Design system / Information architecture / Sitemap
AI for idea generation

User Research

User interview / Usability testing / Persona /
User testing summarize report

Communication

Storytelling / Cross-team alignment / Negotiation

Product Development Process

Design thinking / Requirement gathering /
Discovery Process / Agile environment

// Tools

Figma / Figjam / Figma Make

Adobe XD

Aninix / Lottie

Miro

Jira / Confluence

// Programming

HTML/CSS

Python

Flutter