



Kulika Supcharoen
Senior UX/UI Designer

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About Me

Product-focused UX/UI Designer with 10+ years of experience designing scalable, data-heavy digital products across web and mobile platforms. Skilled at translating complex workflows into intuitive, user-centered experiences that improve usability, support decision-making, and drive product adoption. Leverages AI as part of the design workflow to accelerate ideation and transform AI-generated concepts into practical, production-ready solutions while maintaining a strong focus on user needs, business goals, and technical feasibility. Experienced in end-to-end product design, from user research and information architecture to prototyping, usability testing, and iterative design.

Skills

- Product & UX Strategy
- User Research & Behavioral Analysis
- Information Architecture & Interaction Design
- Mobile-First & Responsive Design
- Prototyping (Figma)
- Usability Testing & Iteration
- Data-Driven Design, Experimentation (A/B Testing), and Product Metrics (NPS)
- AI-Assisted UX Design
- Cross-functional Collaboration

Experience

Senior UX/UI Designer

Mitr Phol Group (Bangkok, Thailand)

Nov 2023 - Present

- Led end-to-end UX/UI design for enterprise-scale, data-heavy platforms supporting large-scale field operations.
- Translated complex workflows and AI-driven insights (e.g., satellite data and predictive models) into intuitive, actionable user experiences.
- Drove user onboarding at scale, contributing to adoption across 1,100+ users (OneAgri Pro) and 13,000+ users (OneAgri X).
- Led post-launch evaluation using NPS and adoption models (e.g., UTAUT), identifying usability gaps and driving iterative improvements that resulted in an overall NPS of +53.88 and up to +66 for high-value features (e.g., NDVI insights).
- Identified usability gaps (e.g., low perceived ease of use) and optimized interaction design to improve usability, system reliability, and user confidence.
- Collaborated cross-functionally with product managers and engineers to align UX decisions with business goals and ensure high-quality delivery.
- Mentored a junior UX/UI designer through weekly design critiques, design reviews, and ongoing project guidance to improve design quality and ensure consistent UX standards.
- Established scalable design patterns and contributed to a consistent cross-platform design system.
- Awarded First Runner-Up, Mitr Phol Innovation Awards 2025, recognizing the product's innovation, usability, and business impact.

Designer (UX/UI)

Detekt Design (Bangkok, Thailand)

Sep 2015 - Oct 2023

- Designed user-centered digital products across web and mobile platforms.
- Improved user flows and interaction design to enhance usability and reduce friction.
- Conducted user research, usability testing, and A/B testing to inform data-driven decisions.
- Collaborated with cross-functional teams to deliver effective and consistent user experiences.

Design Freelancer

Handpick (San Francisco, CA, USA)

Mar 2014 - Nov 2014

- Designed marketing and in-app visual assets to support user engagement and product growth
- Created email templates and digital campaigns aligned with product and brand strategy

Design Intern

City College of San Francisco (CA, USA)

Aug 2012 - Dec 2012

- Supported website updates and CMS content management
- Designed user-friendly materials to improve usability for internal users

Education

UX Design Professional Certificate

Google 2021 - 2024

Certificate, Web Design and Graphics

City College of San Francisco 2011 - 2013

Bachelor of Science (B.S.) Computer

Srinakharinwirot University 2004 - 2008