

## Thita Tun

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**Product Designer and Strategist with a Master's in Strategic Design and Management, blending user-centered design with cross-functional collaboration to drive innovative digital solutions.**

Focused on creating interactive solutions that balance creativity and functionality, with experience across industries like **Cloud Agritech, Media Design, and Nonprofit Organizations.**

### CURRENT PROJECT

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- **SaaS Platform Development:** Leading the design and development of a specialized platform for agricultural shop users. Partnering with product managers and engineers to create an intuitive interface that boosts inventory management efficiencies.
- **Internal HR Tools for KCI Performance Management:** Overseeing the design and development of innovative HR tools that enhance user engagement and operational efficiency through iterative prototyping and user testing.

### SKILL

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- **User Experience & Product Design:** Expert in user-centered design with advanced proficiency in Figma and FigJam. Skilled in storyboarding, wireframes, user research, and complex prototyping to simplify intricate processes.
- **Cross-Functional Leadership & Innovation:** Proven ability to work alongside product managers, engineers, and fellow designers to align creative vision with technical feasibility.
- **Invent & Simplify in Digital Solutions:** Adept at using design thinking to develop streamlined digital experiences that enhance user satisfaction and drive business outcomes.

### EXPERIENCE

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#### UXUI Designer /Product Strategist

Feb 2024 - Present

Icon Kaset | Full-time | Remote

- Led market research and conducted 50+ user interviews to inform the design of a SaaS platform for agriculture inventory management, integrating ERP, CRM, and POS systems.
- Executed usability tests with 100+ participants, gathering insights to refine the interface and shape product strategy, resulting in an intuitive platform.
- Directed a cross-functional team of 10, collaborating with product managers and engineers to implement user-centered design features, ensuring a successful Q4 product launch.
- Designed and developed an internal SaaS platform for KCI and HR tools, reducing administrative workload by 40% and saving over \$116K.

#### Communication User Experience Designer

Jul 2023 - Jan 2024

United Nations, Behavioural Science | Contract | New York

- Led design initiatives for digital products, including reports, data visualizations, microsites, and

feature stories, to boost stakeholder engagement across government, education, and business sectors.

- Redesigned 15+ website features and digital products, optimizing navigation, templates, and visual elements to improve user experience and technology adoption.
- Collaborated on a corporate website revamp, refining information architecture and overall UX alongside cross-functional teams.

### **Art Curation | Principle Lead**

Sep 2017 - Jun 2020

Clear Gallery Tokyo | Full-time | Tokyo, Japan

- Managed strategic exhibition planning for 50+ events, working closely with artists and stakeholders to drive a \$60K revenue increase and secure partnerships with prestigious organizations.
- Demonstrated strong business development and negotiation skills, consistently delivering mutually beneficial deals that supported sustained growth.

## **SELECTED PROJECTS**

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### **Research Strategist**

Jan 2022 - May 2022

Vice Media | Contract | New York, NY

- Conducted comprehensive research and user data analysis for Vice Food Media-Munchies, targeting the Gen Z audience.
- Led a user-centric website redesign that significantly enhanced user experience and engagement.
- Developed a strategic content curation plan that reimagined layout and visual hierarchy for an immersive digital journey.

## **EDUCATION**

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- **The New School, Parsons** | Master in Science Strategic Design and Management 2021 - 2023
- **Chulalongkorn University** | Bachelor of Arts Visual Arts 2014 - 2017