## **PRIM BOONYACHAI**

## **PRODUCT DESIGNER**

+1 (213) 709-6539 | boonyach@usc.edu | linkedin.com/in/prim-boonyachai | www.primboonyachai.com

## EDUCATION

## University of Southern California, Roski School of Art and Design

Bachelor of Fine Arts in Design, Minor in Web Development

Relevant Coursework: Design Fundamentals, Digital Tools for Design, Introduction to Web Development, Front-end Web Development, Web Design Awards and Honors: 2021 Dean's List, Alpha Lambda Delta National Honor Society

## UC Berkeley Extension, UX/UI Boot Camp

24-week immersive UX/UI Design training program with an additional curriculum in front-end web development

#### WORK EXPERIENCE

#### **CardX** Thailand

#### **Product Design Intern**

- Designed and consolidated a promotions category section to streamline credit card promotions page user flow, boosting conversion rates
- Leveraged data optimization, analyzing post-launch statistics for targeted improvements of various site pages
- Remodeled CardX rich menu interface on LINE messenger app to enhance customer experience and engagement for new and returning clients

## **Ignite Innovation Lab**

**UX/UI** Design Intern

- Contributed to building ChulaVerse, a metaverse platform for Chulalongkorn University, expanding education and fostering interconnectivity
- Assisted the UX/UI team in designing landing page, creating an engaging and intuitive interface for users entering the virtual world
  - Enhanced UI for improved avatar experience during navigation and exploration of ChulaVerse

## Xhabition

**Design Intern** 

- Developed engaging cartoon character icons using Illustrator for LINE messenger app ٠
- Provided valuable consumer insights through in-depth secondary research and analysis on previous LINE products' concepts and designs
- Presented weekly PowerPoint presentations to creative director, highlighting insightful user and visual product research

## **EXIM Bank**

## **Graphic Design Intern**

- Marketed company image through engaging and friendly poster designs to promote workplace values of diligence and excellence
- Gained a deeper understanding of branding and visual communication in a professional setting through hands-on experience
- Coordinated with marketing team to devise and implement impactful campaigns for brand recognition and customer engagement

## **CAMPUS INVOLVEMENT**

#### **Innovative Design at USC** Web Designer

- February 2023–Present Collaborated with 5 web designers to construct an organization website for Chaotic 3, USC's premiere dance team, using Figma and Webflow
- Developed mood boards, color palettes, and wireframe iterations to guide design directions and align with Chaotic 3's branding and style

## **PROJECTS & VOLUNTEER OPPORTUNITIES**

## Marley's Mutt's Dog Rescue

## **UX/UI** Designer

- Partnered with stakeholders to initiate a complete website redesign of Marley's Mutt's in 4 weeks, aligning with organizational goals
- Leveraged user feedback and industry best practices to optimize site's performance and engagement metrics

## Give2grow

## **Co-founder & Marketing Manager**

- Spearheaded a comprehensive health education curriculum for 1,000+ children in rural Thailand through school and community partnerships
- Conceptualized and managed organization logo, posters, social media and merchandise, raising 100,355 THB from merchandise sales

## CERTIFICATIONS

Foundations of User Experience (UX) Design Google/Coursera

## **SKILLS & INTERESTS**

Languages: Fluent in English and Thai, intermediate proficiency in French, limited working proficiency in Korean Technical: Figma, Adobe Creative Cloud, HTML + CSS + JS, Slack, Adobe Express, Canva, Microsoft Office Suite, Webflow, Adobe Aero, Cinema 4D Interests: UX/UI Design, Design Thinking, Front-end Development, Usability, Responsive Design, Interaction Design, Visual Design, Graphic Design

# Bangkok, Thailand

Bangkok, Thailand

June 2023–August 2023

## June 2022–August 2022

#### Bangkok, Thailand

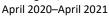
## January 2021–March 2021

Los Angeles, CA

Remote March 2023

## Bangkok, Thailand

Remote Issued December 2022



Remote

May 2025

## January 2023–July 2023

Los Angeles, CA

## Bangkok, Thailand

July 2023-August 2023