

# PRIM BOONYACHAI

## PRODUCT DESIGNER

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## EDUCATION

**University of Southern California, Roski School of Art and Design** **Los Angeles, CA**  
**Bachelor of Fine Arts in Design**, Minor in Web Development **May 2025**  
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** **Remote**  
24-week immersive UX/UI Design training program with an additional curriculum in front-end web development **January 2023–July 2023**

## WORK EXPERIENCE

**CardX Thailand** **Bangkok, Thailand**  
**Product Design Intern** **July 2023–August 2023**

- 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** **Bangkok, Thailand**  
**UX/UI Design Intern** **June 2023–August 2023**

- 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** **Bangkok, Thailand**  
**Design Intern** **June 2022–August 2022**

- Developed engaging cartoon character icons using Illustrator for LINE messenger app
- 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** **Bangkok, Thailand**  
**Graphic Design Intern** **January 2021–March 2021**

- 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** **Los Angeles, CA**  
**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** **Remote**  
**UX/UI Designer** **March 2023**

- 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** **Bangkok, Thailand**  
**Co-founder & Marketing Manager** **April 2020–April 2021**

- 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** **Remote**  
Google/Coursera **Issued December 2022**

## 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