

Senior UX/UI Designer & Engineer · AI-Assisted Product Development – Bangkok

Design it. Then ship it.

I'm Sarun Saengsomboon — a designer-engineer with **20 years** in digital products: eight years building software as an engineer and system analyst, then more than a decade leading UX/UI design and product for FinTech, blockchain, POS, and KYC platforms.



20 years in tech	8 yrs engineer & system analyst	12 yrs UX/UI & product lead	AI-assisted idea → prototype → production
----------------------------	---	---------------------------------------	---

SUMMARY

Designer-engineer with **20 years** in digital products: eight years building software as an engineer and system analyst, then more than a decade leading UX/UI design and product for FinTech, blockchain, POS, and KYC platforms.

Comfortable owning the whole journey — user research, wireframes, design systems, developer handoff, and increasingly the build itself. Current focus: **AI-assisted product development**, using tools such as Claude Code to take products from idea to prototype to production.

CORE SKILLS

UX/UI Design — User research & usability testing · Personas & journey mapping · Wireframing & prototyping · Design systems · Figma, Sketch, Adobe XD

Engineering — HTML/CSS · React fundamentals · AI-assisted development (Claude Code, ChatGPT) · n8n automation · LINE OA · PHP, ASP.NET (early career)

Product & Collaboration — Product vision & sprint goals · Scoping & delivery tracking · Design mentoring · Jira, Notion, FigJam, Zeplin, GitHub

DOMAINS

FinTech Blockchain / DeFi KYC & AML Compliance POS & Back-Office Consumer Media

EXPERIENCE

Lead UX/UI Designer & AI-Assisted Developer **Devio Co., Ltd.**

APR 2017 — PRESENT • BANGKOK

Digital product studio designing and building web and mobile applications for clients in FinTech, energy, and Web3.

- Own client products end to end — running discovery workshops, defining scope and product vision, and carrying designs through wireframes, prototypes, and developer handoff to release.
- Set clear sprint goals and direction for designers and developers, and review feasibility with the development team so designs ship as intended.
- Build production software with AI-assisted development (Claude Code): mobile and web apps, LINE OA chatbots, and automated-trading proofs of concept on n8n.
- Use AI tools (Claude, ChatGPT) daily for design ideation, user-research analysis, and documentation.

Chief Operating Officer **Cryptoplat Co., Ltd.**

MAR 2023 — APR 2025 • BANGKOK

Digital-asset platform operating under Thai cryptocurrency regulation.

- Ran day-to-day operations across product, engineering, compliance, and customer teams — keeping the platform stable, secure, and usable.
- Translated evolving crypto regulation into practical compliance and security processes without degrading the user experience.
- Partnered with the CEO on strategy while staying hands-on with product and UX decisions.

UX/UI Lead **PTT Digital Solutions Co., Ltd.**

JUL 2022 — JUN 2023 • BANGKOK

- Led a team of UX/UI designers and developers building PTT's POS and back-office platforms.
- Created and rolled out a comprehensive design system that keeps interfaces consistent and speeds up UI work across multiple products.
- Managed design projects from concept to launch and mentored junior designers along the way.

UX/UI Designer **Playbox**

JUN 2022 — MAR 2024 • BANGKOK

- Researched emerging DeFi platforms and turned the findings into end-to-end product flows for the Playbox Web3 platform.
- Ran user research, personas, and journey maps; validated designs through usability testing before development.

CAREER TIMELINE

2017 → Lead & found — Devio, KULAP, Cryptoplat

2013 – 17 UX craft — Mono Technology

2005 – 13 Code foundations — PHP / ASP.NET / SA

TOOLS

Figma Sketch Adobe XD

Claude Code n8n Jira

Notion FigJam GitHub

Zeplin

UX/UI Lead **Boswell Digital Holding Co., Ltd.**

MAY 2022 — JAN 2023 · BANGKOK

- Designed the mobile app and back-office for a blockchain loan-and-lending product, from UX research through wireframes, prototypes, and developer handoff.

Co-Founder & Chief Product Officer **KULAP**

APR 2018 — NOV 2023 · BANGKOK

One of Thailand's first decentralized-exchange (DEX) aggregators.

- Owned product and interface design for DeFi applications across multiple blockchain protocols, from user research to production.
- Analyzed and designed the KYC onboarding system together with AML and compliance officers — making a heavily regulated flow simple enough for mainstream users.
- Set product direction and worked daily with designers, developers, and compliance as the product's design owner.

User Experience Manager **Mono Technology PCL**

AUG 2013 — OCT 2017 · NONTHABURI

- Designed corporate websites, mobile applications, and internal systems for major consumer media brands (MThai, Mono29, Mono Radio).
- Worked across design, engineering, marketing, content, and data teams to take products from concept to launch.

Earlier Career **Software Engineering & System Analysis**

2005 — 2013

- **System Analyst, GDL Technology (2012–2013)** — analyzed and designed the Social Security Office's compensation-fund system with developers, testers, and end users.
- **Programmer/Analyst, Urmundee Co., Ltd. (2011–2012) and DTV Service Co., Ltd. (2005–2011)** — built and maintained web applications (PHP, ASP.NET) and designed databases from business requirements.

EDUCATION

Kasetsart University

M.S. Information Technology

2009 — 2011

Mae Fah Luang University

B.S. Information Technology

2002 — 2005

CERTIFICATIONS

Learn React Course

Learn React Native Course

Project Management Method L-Timer™

Web Report Management using PHP

Datamining