

# THITA PHANACHET

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## Work Experience

Jun - Aug 2021

Foxbith  
(End-to-end digital consultancy)

### UX Design Intern

- Investigated content management platforms (CMS) assisting in the expansion of the product range.
  - Research on Hubspot, Mailchimp etc.
- Maintained client relationships by auditing CMS platform through user interviews

Sep 2020 - Mar 2021

Ahancer  
(UX design agency)

### UX/UI Design

- Conducted user research, testing, and analysis to understand users and uncover insights.
- Collaborated in UI design sprint for the client: fund investment application mockups.
- Coordinated project support team and internal documentation.

Jul - Oct 2019

Paroshoot:  
Christian Louboutin  
(Thailand's leading fashion distributor)

### PR & Communications Assistant

- Delivered monthly PR and Competitor reports for benchmarking
- Streamlined system of delivery and administration for sample loans to clients

Jun - Aug 2018

2Magazine  
(Lifestyle and culture magazine)

### Creative Direction Intern

- Conducted research and wrote articles for special wedding release
  - Organization of promotion event
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## Education

2018 - 2022

University of the Arts London

### BA (Hons) Design Management

First Class Honours, Student PAL leader, and Student Representative

2014-2018

International Community School

### Highschool Diploma

4.2/4 GPA (AP)  
SAT: 1420

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## Skills

### Technical

Adobe (PS,AI,ID,XD), Microsoft Office, Miro, Figma, Slack, Jira

### Soft-skills

Collaboration, Communication, Desire to learn, Facilitation, Organization, Problem-solving

Fluent in Thai and English