

Sutthikarn SEGUIN

UI-UX & Product Designer | 4 years of professional experience

Designer combining AI and Business Intelligence

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PROFILE

As a **UI/UX & Product Designer with 4+ years of experience**, I have created and managed **Design Systems**, ensuring interface consistency. I have led the **UX/UI redesign of web platforms, applications and SaaS products**, optimised user journeys and embedded accessibility. I work with Product, Development and Business teams to align business objectives with user needs.

SKILLS

Tools & Tech: Figma & Figma AI; Data viz & reporting: Power BI, Tableau; HTML / CSS basics; AI technologies: Claude Code & Design; Microsoft Office; Adobe Suite

Methodologies: Agile / Scrum; Design Thinking; Cross-functional collaboration: dev, PM, PO, business team; Analytical thinking & problem-solving

Languages: English (Bilingual); French (Professional: DELF B2); Thai (Native); Chinese (Basic)

EXPERIENCE

Product Designer | Kokoro Creation Ltd

2025 - Present, Remote, Freelance

- AI-driven UX/UI design and redesign of websites and applications using Figma Make, working with internal teams and in direct interaction with clients.

UI-UX Designer | Aldebaran, URG

2022 - 2024, Paris

- UX/UI design and redesign of high-fidelity wireframes and responsive interfaces for robotic applications and SaaS web applications.
- Set up and managed a scalable Design System with its documentation: standardisation and consistency across products, cutting design-to-development handoff time by around 65%.
- Defined UI specifications and ergonomic principles to improve usability and accessibility within the Design System.
- Designed intuitive user journeys and specific features to optimise the user experience and human-robot interaction.
- Worked closely with Product, Development and Business teams to align design strategies with business and technical needs.
- Ran working sessions with developers to translate needs into functional requirements and assess technical feasibility.

UX-UI Designer | Koena

2021 - 2022, Paris

- Led UX/UI redesigns of web platforms, optimising navigation and improving accessibility for all users.
- Implemented WCAG standards and created UX/UI guidelines, supporting teams in embedding ergonomics and accessibility into digital projects.
- Organized and conducted user testing, identifying needs and optimizing interfaces based on feedback analysis.
- Redesigned a learning platform and partner's website from a heuristic evaluation to improve usability and compliance.

EDUCATION

Master's in Interactivity & UX Design — IIM Digital School, Paris (2021-2023)

MSc Digital Business Analytics — EMLV Business School, Paris (2020-2021)

Bachelor's in International Business Administration — DPU University (2016-2020), Bangkok

CERTIFICATION

[Interaction Design Foundation \(UI Design Patterns for Successful Software, Design token, Design for Thought and Emotion\)](#)