

Threerawat Wonghart

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Education

Academy of Art University
M.A. Web Design & New Media

San Francisco, California
2018

King Mongkuts University of Technology Thonburi
B.S. Applied Computer Science - Multimedia

Bangkok, Thailand
2014

Experience

Chang Seefah Textile Co., Ltd.
Product Designer Nakhon Ratchasima, Thailand

2024–Present

- Transformed a Line Messenger sales channel into a cross-platform B2B textile catalog app (iOS & Android), enabling customers to browse 200+ fabric SKUs across 7 categories, compare pricing tiers, and submit purchase inquiries.
- Led end-to-end product design and development as a solo designer with AI-assisted development (LLM-powered coding), shipping to the App Store and Google Play Store within 11 months using Firebase as the single source of truth for real-time data sync.
- Built an in-app admin panel with CSV import, a cart and inquiry system with email integration, multi-language support (Thai, English, French), and 2D barcode generation for warehouse connectivity.

CarbonXChange Co., Ltd.
Product Designer Chaiyaphum, Thailand

2019–2024

- Designed and prototyped a platform for trading carbon credit certificates and crowdfunding reforestation, defining user flows and core product metrics.
- Optimized international carbon credit buyer onboarding & purchase flows by leading A/B testing on sales funnels, driving data-informed UX iterations.
- Deployed a comprehensive design system (logo, style guide, reusable Figma component library) to standardize brand identity across all digital and print touchpoints.

American Biorefinery
Web Developer Irvine, California

2018–2019

- Engineered a responsive, mobile-first front-end for a biomass gasification platform, translating user research into an intuitive interface for public-private partners.
- Built interactive 3D animations for biomass gasification, enhancing investor comprehension and securing partner engagement.

Güssing Renewable Energy (Thailand) Co., Ltd.
Art Director Bangkok, Thailand

2015–2018

- Translated complex scientific data into infographics and presentation templates, helping the sales team communicate technical concepts to clients effectively.
- Pioneered Agile adoption for the design team, implementing sprint cycles that improved project predictability and on-time delivery of creative assets.
- Developed branding and design systems for corporate identity, maintaining cohesive visual language across all digital platforms and printed materials.

FireOneOne Co., Ltd.
Graphic Designer Bangkok, Thailand

2014–2015

- Drove UI/UX design for a mobile application, iterating on layouts and interaction patterns to enhance user experience and accelerate feature delivery.
- Created motion graphics for product presentations, showcasing core features to prospective clients and investors, contributing to successful pitch outcomes.

Technical Skills

Design & UX: Figma, Prototyping, Motion Design, Visual Design, Interaction Design, Design Systems, User Research
Development: HTML5, CSS3, JavaScript (ES6+), SwiftUI, Firebase, Responsive Design, AR Development, 3D Modeling
Creative & Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Final Cut Pro, CapCut
Hardware & IoT: ESP32, MQTT Protocol, C++ (Arduino), PIR/Capacitive Sensors, 3D Printing
AI & LLM: LLM-Assisted Development (Claude, ChatGPT), Prompt Engineering