



T SRIPUNVORASKUL

tsripunv@gmail.com
tsripunv.com

Product Designer
Creative Leader
Problem Solver

OVERVIEW

Seasoned designer with varied experience in graphic design, interaction design, photography, and marketing to bring expertise in human-centered product design. Passion for advocating for accessibility and inclusion in products and in the workplace for communities. Quick learner, collaborative, adaptable in fast paced environments, and a strong work ethic.

EXPERIENCES

500 Startups

Senior Marketing/Design
Nov 2015–May 2018
San Francisco, CA

- Execute & develop 500's branding, marketing, and project management processes.
- Deepened engagement and presence across channels, and manage websites and back-end operations associated with startup and investor conferences for 100+ events in the U.S, Asia, and Africa for entrepreneurs, investors, and the tech community.
- Mentoring and advising startup founders on their product design, websites, and marketing.

Microsoft Outlook (via Aquent LLC)

Product Designer
March 2015–Oct 2015
Mountain View, CA

- Lead design vision and execute end-to-end design experience from ideation, wireframes, user research, and interaction mockups for Outlook Customer Manager for small businesses to enhance building relationships for millions of customers.
- Established and gave direction on UX patterns with Outlook branding guidelines. Work cross-functional across with PMs, product design, user research, and engineering teams to ideate and implement quickly.

Hookup Sex Ed

Product Designer
Feb 2015–July 2015
San Francisco, CA

- Consulted and crafted branding, values, and product strategy from ideation and shaped the UX framework and UI patterns for a mobile-friendly website for accessible sex education.
- Created and collaborated on wireframes, mockups, and prototypes with included HTML/CSS coding to ensure design specs with a developer.

Tradecraft LLC

Product Designer
Sept 2014–Nov 2014
San Francisco, CA

- Created lo-fi wireframes and hi-fi designs on Sketch of website layouts for A/B testings with the goal of increasing user conversions and user experience for Haydle, a Q&A Enterprise website for businesses.
- Planned and conducted usability studies and interviews by writing user research scripts, conducting guerilla usability tests, uncovering pain points, and providing design recommendations to assess product-market fit and shape future iterations of the product.

Looky LLC

Product Designer
Feb 2014–Dec 2014
San Francisco, CA

- Execute end-to-end design experience from ideation, wireframes, user research, and high fidelity mockups across Looky.co websites and the launch of Grate iOS app.
- Establish branding iconography and redesign of Looky.co website to increase the interaction rate by 40%.
- Consulted with founder and engineering to maintain style guides and interaction designs.

Livehive Inc

Graphic Web Designer
March 2014–Aug 2014
San Jose, CA

- Enhanced the user experience with UX architecture and UI elements for SaSS product and chrome extensions to help sales team efficiently track emails and share documents.
- Redesigned Livehive.com website for better user experience and created infographics.
- Implemented marketing strategies with marketing and sales team for the lead generation.



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EDUCATIONS

University of Tennessee–Knoxville

Bachelor of Fine Arts Graphic Design

2008–2013

Knoxville, TN

Outstanding Student in Graphic Design '13 class

Tradecraft LLC

Product Designer

Sept 2014–Nov 2014

San Francisco, CA

Immersive in-person Product Design accelerator 3 month program to train designers to succeed in high growth startups. Mentored under Kate Rutter of Luxr.

APPEARANCES

The White House and Lesbians Who Tech

LGBTQ Tech & Innovation Summit in DC

DigitalOcean and 500 Startups

Diversity in Tech Entrepreneurship Summit in NYC on “LGBTQ in Tech” panel

Sum of the Parts Flips the Stage

Autodesk at Exploratorium. Casted as “Best Speaker” of event.

AWARDS

10th Annual TENN Show hosted by AIGA Knoxville

3rd place in Book/Editorial Design award winner

66th Annual Student Art Competition at UTK

Baldwin Lee Photography award winner

EuRECA (Exhibition of Undergraduate Research and Creative Achievement)

1st place “School of Art” award winner

TECHNICAL SKILLS

HTML, CSS, Wordpress, Google Apps, Analytics, Adwords, SEO, Hootsuite, Hubspot CRM, Mailchimp, Microsoft Office Suite, and Adobe Creative Cloud: Photoshop, Illustrator, Premiere, InDesign, Dreamweaver, Lightroom, After Effects
