

Saharath Noisuwan 'Ronnie'

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portfolio

www.saharath.net/

ADOBE PROGRAM

Adobe XD

Adobe InDesign

Adobe Illustrator

Adobe Premiere

Adobe Lightroom

Adobe Photoshop

Adobe After Effects

RESEARCH INTERESTS

User Experience

Quantitative

Mixed Method

Learning Analytics

Generative Research

Evaluate Experience

Behavioral vs Attitudinal

UX SKILLS

Sitemap

Persona

Prototype

Flowchart

WordPress

Content Audit

Storyboarding

Problem-Solving

Google Analytics

Branding Strategy

Customer Journey

Competitive Analysis

Information Architecture

PERSONAL PROJECTS

LA. Kitchen (Non-Profit)

UX Design Volunteer (2017)

Thai Food Network App

Independent Project (2018)

Research Topic

Evaluating student participation on discussion boards using Self-Determination theory and Technology Acceptance Model.

EXPERIENCE

A UX Designer who focuses on identifying user problems and evaluating the product

Web Designer II at UFIT

UNIVERSITY OF FLORIDA, GAINESVILLE 02/1/20-PRESENT

- Evaluate, plan, and develop website design that meshes with UFIT goals and strategic communication using WordPress.
- Create user-centered website designs by analyzing Google Analytics, stakeholder feedback, and usability findings.
- Create and evaluate the effectiveness of accessibility training for UFIT.
- Coordinate with Strategic Communications and Marketing (SCM) by contributing and developing a strategy to improve the Design System.
- Conduct needs assessments, design, and develop a strategy to improve the user journeys for the University Website.
- Conduct interviews and run usability testing to identify user pain points and improve design, information architecture, menus, page layout, and navigation according to the findings.
- Analyze and develop a Digital Standards strategy for the University.

Brand Strategist, Visual Designer

TOKYO RISO RESTAURNT, PASADENA 03/1/18-09/1/19

- Promoted brand awareness through the development of an attractive new website.
- Analyzed and developed defensive/offensive plans with competitor's products.
- Designed marketing material using Photoshop, InDesign, Illustrator and After Effects.

UX/UX Researcher

NFL NETWORK, CULVER CITY 11/1/17-2/15/18

- Created and contributed documentation such as personas, scenarios, use cases for the game center page.
- Conducted insightful social media research, competitive analysis all contents across publishers (ESPN, CBS Sport, The Score, Bleacher Report, and Yahoo Sport) on all social media platforms (Instagram, Facebook, Snapchat, Twitter, Website, and App) to identify the gap, provide recommendation to the content creator team.
- Conceptualized, developed, and produced content for NFL social media.

Composer, Digital Designer

STEREO-D DELUXE, BURBANK..... 2019-2016

- Creatively interpreted and applied stereo concepts by using Nuke, After Effects and Photoshop.
- Contributed to VFX in post-production such as Ant-man, Avengers: Age of Ultron, X-men: Days of Future Past, Thor: The Dark World, Pacific Rim, SpongeBob. [imdb credit](#)

EDUCATION

M.A. Candidate in Mass Communication

UNIVERSITY OF FLORIDA, GAINESVILLE EXPECTED SPRING 2023

Research and Theory

User Experience Researcher Certificate

<https://measuringu.com/>

User Experience Graduate Certificate

UCLA EXTENSION, LOS ANGELES 2016-2018

Design Communication Arts Certificate

UCLA EXTENSION, LOS ANGELES 2016-2018

Art Direction Certificate

STUDIO ARTS, LOS ANGELES 2015-2016

Digital Communication and Multimedia, Fine and Studio Arts

SANTA MONICA COLLEGE, LOS ANGELES 2005-2008

MISSION COLLEGE, LOS ANGELES 2005-2008

VALLEY COLLEGE, LOS ANGELES 2005-2008

STUDIO ARTS, LOS ANGELES 2005-2008

Bachelor of Arts (B.A.), Art History

SILAPAKORN UNIVERSITY, BANGKOK, THAILAND