



SUCHADASUTASIRISAP

aka Sushi

EXPERIENCES

IBM Mobile Innovation Lab, *Product Designer* [02.2015-Present | Austin, TX]

- Explored and experimented with new technologies utilizing it on IBM global products and services to lead innovation within and beyond IBM.
- Leveraged agile, user-centric, and design-thinking practices to solve problems, redesigned customer experiences, and reinvented partners' business models.
- Led and created UX/UI design, facilitated design-thinking sessions, and strategized with stakeholders for the following projects:

IBM Swift Sandbox (Web App): Within 4 months of the release of this large scale Apple-IBM partnership project, users from 133 countries have run more than 1.5 million code samples.

The Weather Channel iMessage Extension (iOS): The app was featured in the App Store, and within a week of the iOS10 launch, we received over 160k downloads from 86 countries.

IBM Ready App - Cognitive Travel Assistant (iOS & Watch OS): This app was used by IBM sale teams in the Travel and Transportation industry worldwide.

Apple Inc., *Production Artist* (via PDS Tech) [01.2014 - 01.2015 | Austin, TX]

- Collaborated with content writers and developers to produce static and interactive visual guidelines in 35 languages on the Apple Support website.
- Created a more enjoyable user experience by maintaining high quality visual content to help users expand their knowledge of OSX and iOS devices.

Freelance, *Product Designer & Consultant* [01.2012 - Present | Austin, TX]

- Worked with multiple technology startups to conduct user research, redesigned user experience and user interface, and coordinated with product managers and developers to deliver final products.
- Developed various projects ranging from web and mobile applications to branding and advertising.

CONTACT

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EDUCATION

University of Texas at Austin [05.2013]

- **Bachelor of Science in Advertising**
with a focus in Art Direction
- **Bachelor of Arts in Chinese Studies**
Study abroad: Shanghai & Taipei

Certificates

- **Human-Computer Interaction**
(UC San Diego)
- **Business Foundations Program:**
Global Track (UT Austin)

SKILLS

- Design Strategy
- Project management
- UX/UI Design
- User Research/User Testing
- Wireframing
- Branding
- Sketch, Invision, Marvel, Flinto
- Illustrator, Photoshop, InDesign
- Localization
- English, Thai, Chinese

Work Authorization: US Citizen