

# PUNPITCHAYA SROYMANO (JAN)

## PRODUCT & SERVICE DESIGNER

Senior Product & Service Designer with 8+ years of experience in fintech, e-commerce, and healthcare. Specializes in bridging complex user journeys with business strategy, taking products seamlessly from concept to development handoff.

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### Strategy & Leadership

- Service Blueprinting & Mapping
- Stakeholder Management
- Design Systems Architecture
- Cross-functional Leadership

### FinTech & Domain Expertise

- Digital Banking Architecture
- Credit & Savings Journeys
- 0-to-1 Product Strategy
- Data-Driven UX Optimization

### Tools & Systems

- Figma (System Building)
- Miro / FigJam
- Interactive Prototyping
- Flutter Design Handoff

### Core UX Methods

- User Research & Synthesis
- Wireframing & User Flows
- Usability Testing
- Affinity Diagram

## EDUCATION

OCT 2018 – OCT 2019

### Master in Service Design

POLI.Design, Politecnico di Milano  
Milan, Italy

JAN 2017 – MAR 2017

### Visual Communication Short Courses (Higher Education SCQF Level 7)

Center for Opening Learning,  
The University of Edinburgh, UK

- Developing Graphic Design
- Developing an Illustration Project
- Digital Drawing

2011 – 2015

### B.A. Communication Management (English Program), GPAX 3.2

Chulalongkorn University  
Bangkok, Thailand

AUG 2014 – JAN 2015

### European Studies & Communication Management (Exchange semester)

The Hague University of Applied Science  
The Hague, Netherlands

2008 – 2011

### High School Diploma with Honors (Arts, Math, English)

The Prince Royal's College  
Chiang Mai, Thailand

## LANGUAGES

Thai (Native)

English (Professional proficiency)

Italian (Beginner - Elementary)

## PROFESSIONAL EXPERIENCES

### Freelance Designer • Remote

JUL 2023 – PRESENT

Focused on independent study and professional development and freelance design projects.

### Product Designer • Klar Technologies GmbH • Berlin, Germany

NOV 2021 – JUN 2023

Led UX/UI for Credit & Savings, translating complex financial/regulatory journeys into intuitive product features. Scaled & maintained the Figma Design Library to accelerate cross-functional engineering handoffs. Partnered with PMs and engineers to optimize existing features and align design with business goals.

### Product Designer • BIBO Bevtech SRL • Remote, freelance (10-20 hrs/week)

AUG 2021 – JUN 2022

Designed a 0-to-1 app framework from scratch, mapping complete user flows and information architecture. Collaborated closely with cross-functional engineering teams to optimize UI components specifically optimized for Flutter development frameworks

### UX/UI Designer • Artupia • Milan, Italy

FEB 2020 – SEP 2021

Owned end-to-end design for native iOS/OS platforms, scaling new e-commerce and checkout features. Structured cross-platform Information Architecture and user journeys to optimize the mobile app ecosystem. Created interactive prototypes to align cross-functional product teams and accelerate development.

### Interaction/Service Design Intern • Deloitte Digital • Milan, Italy

MAY 2019 – SEP 2019

Utilized Service Design frameworks to map complex ecosystem blueprints and user research for enterprise clients. Owned the conceptualization, wireframing, and Information Architecture for digital products, actively supporting the design team to accelerate delivery.

### Digital Designer • VPM Digital Solutions • Bangkok, Thailand

FEB 2018 – SEP 2018

Owned UX/UI research, conceptualization, and web design, partnering directly with developers to build mock-ups and ensure pixel-perfect deployment and seamless implementation.

### Digital Graphic/Web Designer • Wunderman (Thompson) • Bangkok, Thailand

MAR 2016 – SEP 2017

Developed visual design and interactive web UI for large-scale online marketing campaigns. Partnered closely with project managers and developers to drive timely project delivery.

### Digital Graphic Designer • We Are InnoSense • Bangkok, Thailand

NOV 2015 – FEB 2016

Designed cross-platform web UI and brand identities, translating client briefs into strategic digital graphics and interactive mock-ups. Created digital assets for social platforms.