Tanita Nithiworanan

Senior Product Designer — UX/UI, Typography & Thai Localisation



Product designer with 5+ years crafting digital products for Thai and international users, from national retail and B2B commerce to Web3. Trained in communication design, I bring a typographer's eye to Thai and English interfaces, and I build design systems and pixel-careful UI in Figma alongside product, marketing and global teams.

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PORTFOLIO
www.tanitaportfolio.com

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EXPERIENCE

Senior UX/UI Designer at CP Axtra

Sep 2025 — Present

Thailand's largest retail & wholesale group (Makro, Lotus's) · omnichannel products

- Lead UX/UI for omnichannel retail and wholesale journeys used by Thai shoppers and business customers nationwide, across web and app.
- Own design KPIs with product and data teams, using conversion, task success and adoption metrics to prioritise work and prove design impact.
- Craft Thai-first interfaces, tuning Thai type hierarchy, line height and copy fit so layouts read naturally in Thai and English.
- Scale a shared Figma design system that keeps product, engineering and marketing aligned and speeds up delivery.

Senior UX/UI Designer at Datawow

Jul 2024 — Sep 2025

- Led UX/UI in the R&D team, working directly with the CEO to turn new product bets into shipped experiences.
- Designed end-to-end journeys and high-fidelity UI for Web3 products: crypto platforms, NFT marketplaces and blockchain services.
- Set up UX success metrics and used AI-assisted analytics to surface behaviour patterns and drive iteration.

Product Designer at Makro PRO

Mar 2023 — Jul 2024

- Designed responsive web and mobile experiences for Thai B2B food-retail customers, plus assisted-sales tools for in-store teams.
- Partnered with product owners to frame problems and map journeys, validating designs through usability testing.
- Delivered a consistent, on-brand experience through a component-based design system; mentored junior designers and led critiques.

EXPERIENCE (CONT.)

Product Designer at Brikl

Feb 2022 — Feb 2023

- Shaped product strategy with global stakeholders for an international B2B custom-apparel platform.
- Founded and maintained the **Bricks Design System**, bringing consistency and faster collaboration across teams.
- Ran design workshops and research sessions, turning insights into clear design decisions.

Head of NMBR at Apostofi

Mar 2022 — Nov 2022

- Partnered with the CEO to deliver projects on time and on budget, managing client relationships, contracts and executive reporting.

Art Director at Kouen Group

Mar 2021 — Jan 2022

- Translated campaign briefs into mood boards and visual concepts that set the creative direction.
- Worked hands-on with graphic design and production teams to refine visuals, and directed shoot days to deliver on business goals.

SKILLS

Craft	Thai typography, Thai localisation, Illustration, Graphic & visual design, Art direction
Product design	UX/UI design, Prototyping & wireframing, User research & testing, Design systems, Data-driven design
Tools	Figma, FigJam, Adobe Creative Suite, Front-end basics
AI & prototyping	AI-assisted design workflows, Vibe coding & rapid prototyping, AI tools for research & synthesis
Collaboration	Cross-functional & global teams, Stakeholder management, Mentorship, Workshop facilitation
Languages	Thai — Native (ภาษาไทย), English — Professional

EDUCATION

Communication Design (International Program) — Chulalongkorn University, Bangkok

2016 — 2020

Second Class Honours

INTERNSHIPS

Creative Art Director — Wunderman Thompson — Feb — Apr 2019

Graphic Designer — Spacebar Design Studio — Apr — May 2019