

Sutthida Palakho

Interdisciplinary UX designer

✉ sutthida.work@gmail.com ☎ +39 333 532 4227 📍 Milan, Italy 📅 18 Feb 1994 🔗 Portfolio: dapalakho.com
🌐 Sutthida Palakho 📅 Availability: Sep 2026 onwards

PROFILE

An adaptive UX designer with a foundation in commercial production and architectural design, shaping digital products with visual clarity and logic.

EXPERIENCES

- Freelance Motion Designer**09/2024 – 09/2025
Central Marketing Group - a retail brand management company
 - Produced over 60 motion graphics assets for brand campaigns to improve engagement in retail.
 - Collaborated with a visual merchandiser to turn concepts into production-ready assets.
- Product Creator**07/2023 – 06/2024
Taprod - Mobile App (Launched)
 - Established the product foundation by selecting the technical team, ensuring alignment between business, technical feasibility, and budget requirements.
 - Validated product concepts and feature requirements through stakeholder feedback, reducing development risk.
 - Directed product communications, creating digital assets that supported product launch.
- Artistic Director**10/2020 – 07/2024
Ta production Co.,Ltd. - Commercial Production
 - Led the creation of over 250 pitching decks and 40 creative treatments for global brands, including Hermès, Louis Vuitton, Samsung, L'Oréal, Amex, Canal+, etc.
 - Shaped and maintained a consistent brand identity, increasing the company's visibility and presence across 7 online touchpoints.

EDUCATION

- Bachelor's Degree in Interior Architecture**04/2013 – 04/2018
Chulalongkorn University
- Master Degree in User Experience Psychology**01/2026 – 12/2026
Università Cattolica x Politecnico di Milano
UX hands-on exercises, workshop activities, project-based work, and team collaboration.

KEY SKILLS

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| Product Thinking <ul style="list-style-type: none">Feature Concept DevelopmentData-Driven Design | Product Design <ul style="list-style-type: none">Interaction DesignDesign Systems | Prototyping & Tools <ul style="list-style-type: none">FigmaAI: Claude, Elevenlabs, Nano BananaAdobe Creative Cloud: Ps, Ai, Pr, Ae, Id. |
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LANGUAGES

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|----------------------|---------------------------|----------------------------|-----------------------|
| Italian
B1 | French
DEL F B1 | English
IELTS C1 | Thai
Native |
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CERTIFICATES

- Generative AI - IBM
- Motion Graphics - NABA Milano
- Fashion Marketing and Communication - NABA Milano
- DEL F B1 - France Education International