

Sutthida Palakho UX designer

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🔗 Portfolio: www.dapalakho.com 🌐 [Sutthida Palakho](#) 📅 Availability: Sep 2026



Profile

UX designer with a foundation in commercial creative production, now grounded in end-to-end UX methodology - from user research and persona development to prototyping and usability testing. Experienced in translating research insights into intuitive, human-centered products. Exploring code-based prototyping with AI tools.

Experiences

Artistic Director <i>Ta production Co. Ltd. - Commercial Production</i>	10/2019 – 12/2025 Bangkok
• Led creation of 250+ pitching decks for global brands (Hermès, Louis Vuitton, Samsung, Nestlé, Amex, Lufthansa, Canal+), maintaining consistent brand identity and driving a 30% increase in global enquiries • Partnered with product managers and engineers to define UX requirements early in development, validating concepts and feature requirements with stakeholders to align business goals, technical feasibility, and budget • Managed content across 7 digital platforms in 3 countries via Framer CMS, and collaborated with designers and developers to deliver a website aligned with business objectives	
Freelance Motion Designer <i>Central Marketing Group - a retail brand management</i>	08/2024 – 09/2025 Bangkok
• Produced over 60 motion graphics assets for brand campaigns to improve engagement. • Collaborated with a visual merchandiser to turn concepts into production-ready assets.	
Junior Interior Designer <i>Max Studio Architect</i>	04/2018 – 04/2019 Bangkok
• Assisted a senior designer with furniture and planning specifications for a hotel renovation. • Prepared visual presentations, drawings, and design materials.	

Education

Bachelor's Degree in Interior Architecture <i>Chulalongkorn University</i>	04/2013 – 04/2018 Bangkok
Master Degree in User Experience Psychology <i>Università Cattolica x Politecnico di Milano</i>	01/2026 – 04/2027 Milan
UX hands-on exercises, 3 transversal workshops, and 1 sprint workshop	

Key Skills

Research & Testing	Product & Interaction Design	Soft skills
• User Interviews & Personas • Usability Testing (eye-tracking, facial emotion analysis) • Problem Framing / HMW Statements	• Interaction Design • Design Systems (typography, color systems, UI patterns) • Wireframing and user flows • Figma (auto layout, variables, component)	• Honest • Reliable • Transparent • Ambitious • Reasoning ability

Certificates

• Generative AI for UX/UI - IBM	• Motion Graphics - NABA 2024
• Fashion Marketing and Communication - NABA 2024	• Agents and workflows - OpenAi

Languages

Italian B1	English C1	French B1	Thai Native
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