Sutthida Palakho *UX/UI designer*

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Portfolio: www.dapalakho.com | Sutthida Palakho | Availability: Sep 2026

PROFILE

UX/UI 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 digital products.

EXPERIENCES

Product Creator 07/2023 – 06/2024
Taprod - Mobile App (Launched) APAC
- Validated product concepts and feature requirements through stakeholder feedback, aligning business, technical feasibility, and budget to reduce development risk

Artistic Director 10/2020 – 07/2024
Ta production Co.,Ltd. - Commercial Production APAC
- Led creation of 250+ production pitching decks for global brands including Hermès, Louis Vuitton, Samsung, Nestle, Amex, Lufthansa and Canal+, shaping consistent brand identity.

EDUCATION

Bachelor's Degree in Interior Architecture 04/2013 – 04/2018
Chulalongkorn University Bangkok
Tech start-up club member with a 3-day Hackathon.

Master Degree in User Experience Psychology 01/2026 – 04/2027
Università Cattolica x Politecnico di Milano Milan
UX hands-on exercises, workshop activities, project-based work, and team collaboration.

UX PROJECT

MiCa — IoT Home Companion & Mobile App 01/2026 – 06/2026
Master's Programme Project
- Conducted user research and built personas to uncover trust and "place attachment" gaps in short-term rental experiences
- Designed a two-part system (app + physical IoT totem), improving information hierarchy by replacing message threads with map-based navigation to reduce cognitive load
- Prototyped and evaluated an AI co-host concept trained via reinforcement learning, surfacing key reliability considerations for emergency-use scenarios
- Defined a future roadmap incorporating TinyML for presence-based automation and smart home integration

KEY SKILLS

Research & Testing
- User Interviews & Personas
- Usability Testing (eye-tracking, facial emotion analysis)
- Problem Framing / HMW Statements

Product & Interaction Design
- Feature Concept Development
- Interaction Design
- Design Systems

Prototyping & Tools
- Figma, Miro
- Claude, ElevenLabs, Lovable
- Adobe Software: Ps, Ai, Pr, Ae, Id

CERTIFICATES

- Generative AI for UX/UI - IBM
- Agents and workflows - OpenAi

LANGUAGES

Italian B1
French DELF B1
English IELTS C1
Thai Native

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