



ARIENA PHANNAEN (ARI)

UX/UI Designer | Product Design

PROFESSIONAL SUMMARY

UX/UI & Product Designer with 6+ years of experience designing user-centred digital products and web applications. Skilled in UX research, wireframing, prototyping and usability optimisation, with a focus on intuitive, responsive experiences and cross-functional collaboration.

WORK EXPERIENCE

Jan 2026 – Present | Sovata.ai

AI Delivery & Design

- Translate client requirements into digital product concepts and design priorities.
- Collaborate with cross-functional teams to align product requirements and delivery outcomes.
- Identify opportunities to improve digital experiences and streamline business processes.
- Support client presentations, project planning and digital solution delivery.

Jul 2024 – Oct 2025 | LUNIBY — AI PET CARE PLATFORM

UX/UI Designer & Developer

- Led UX research and design for AI triage and booking journeys.
- Analysed user behaviour, testing results and product feedback to prioritise improvements.
- Redesigned key journeys to improve completion rates and reduce user drop-off.
- Created user flows, wireframes, prototypes and interface designs from discovery through delivery.

Aug 2022 – Jun 2024 | SOUTHERN CROSS TRAVEL INSURANCE

UX/UI Designer

- Designed and refined customer-facing digital experiences and claims journeys.
- Conducted user research and usability testing to inform design decisions.
- Improved form completion through UX optimisation and user behaviour analysis.
- - Developed interactive Figma prototypes and reusable interface components to support consistent user experiences.

Mar 2020 – Sept 2022 | Stats NZ — NZ Government

Data Collection Specialist

- Conducted qualitative research and collected data from diverse participants to identify behaviours, needs and pain points.
- Managed high-volume participant interactions while maintaining accurate and consistent data.
- Analysed research findings and applied insights to support reliable government statistics and decision-making.

Oct 2019 – Jul 2022 | YUMI DIGITAL STUDIO - Contracted

UX/UI Designer

- Designed end-to-end user experiences for websites and digital products.
- Translated client and user requirements into user-centred digital solutions.
- Conducted usability testing and iterative UX improvements across 15+ digital projects.

Jan 2019 – Oct 2019 | Datacom

Web Developer / Test Automation Engineer

- Developed web applications using ASP.NET and Azure infrastructure.
- Built automated testing frameworks in Java and contributed to internal tools and data-driven systems.
- Built technical foundations supporting close collaboration with software engineering teams.

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PORTFOLIO

🌐 www.pixedesign.com

🌐 www.behance.net/arienaphannaen

EDUCATION

2026–2027

Yoobee College of Creative
Innovation · NZQA Level 9

Master of Business Analytics

2018–2019

Vision College NZ · NZQA Level 6

Diploma in Software Engineering and Design

CERTIFICATIONS

- **Professional Agile Test Automation Specialist**, Mission Ready HQ · 2019
- **Professional Agile Software Developer**, Mission Ready HQ · 2019

ACHIEVEMENTS

- Awarded a full scholarship for the Master of Business Analytics at Yoobee College of Creative Innovation, New Zealand.
- New Zealand CIO's Best ICT Team Culture & Inclusion Award 2024 · Southern Cross Travel
- Farmers Gold Awards — Recognised for excellence in customer service and training support.
- Mission Ready HQ Scholarship · 2019

TECHNICAL & DIGITAL CAPABILITIES

- UX Research & Usability Testing
- Wireframing & Prototyping
- Responsive Web & UI Design
- Information Architecture & User Flows
- Figma Components & Design Systems
- Interaction Design
- Developer Handoff & Documentation
- Cross-Functional Collaboration

TECHNOLOGY & TOOLS

Figma · FigJam · Miro · HTML/CSS · ASP.NET · Java · Azure · SQL · Data Analytics

Aug 2011 – May 2016 | Farmers Trading Company Ltd

Sales and Services

- Delivered customer service and product recommendations based on customer needs.
- Built positive customer relationships through professional and friendly service.
- Managed stock replenishment and maintained accurate inventory levels.
- Supported daily sales operations and store activities.
- Recognised with Farmers Gold Awards for excellence in customer service and training support.

REFERENCES

Available upon request