WASINEE WIN

WWW.WASINEEWIN.COM

650.772.8101

SUMMARY

I'm a UX designer. I'm driven by problem solving + creativity. Helping people create and experience better products and services is my career focus. I have a diverse background which gives me the ability to have deep empathy with people.

SKILLS

Technical Skills:
- Adobe Creative Cloud - Advanced
- HTML, CSS, WordPress, Shopify - Advanced
- Gsuite, Slack, Asana - Advanced
- Quickbase, ZOHO CRM & Creator - Proficient
- Figma, Marvel, Sketch - Advanced
- Wireframing/Prototyping - Advanced
- Google Analytics - Proficient

Interpersonal Skills:
- Effective and open communicator
- Self-motivated & Good team player
- Able to receive critique/feedback

ACTIVITES & AWARDS

- Women's Hackathon: First Place Winner Design Category 2018
- Cultural Exchange: Working with kids as an au pair 2015 - 2017
- Emotional Intelligence Coaching: 20hrs. training with Dr. Michelle Wang 2019 - 2020

EDUCATION

University of California, Berkeley Extension   2020
Certificate in User Experience (UX) Design

Stanford University Extension   2018
Front End Web Development Intensive & Certificate

Chulalongkorn University, Bangkok Thailand   2015
Bachelor of Arts / Information Science

EXPERIENCE

Apo Design (DBA)
UX + Web Design   2018 - current

- Built websites for brick-and-mortar businesses
- Built a custom WordPress website for an interior designer
- Built custom ZOHO CRM application for local service business w/ 300+ customers, creating +30% in revenue
- Implemented Instagram shopping on client's website
- Used google analytics to create marketing strategies and improve conversion rates

UX + E-Commerce Consultant

- Built and maintained Shopify website for Ever Lasting Fabric and Vanilla Bean Home Decor
- Ensured smooth migration from Etsy to Shopify
- Enhanced marketing strategies and drove an increase in sales
- Created influencer based advertising to promote brand

Goldenbug Children's Shoes & Goldenbug Kids
Website + E-Commerce Manager   2018 - current

- Implemented Point-of-Sale and online system for two stores with 500+ SKUs
- Supported stores with day-to-day online sales and ongoing e-commerce management
- Collaborated with store staff to solve technical problems, helping to support customers