

## Daiwat Thavai

User Experience Designer | User Interface Designer | Philadelphia, PA (Open to Relocation) | 215-930-3964 |

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- Over 4 years of experience designing intuitive end-to-end SaaS, B2C, B2B2C, and enterprise products using user-centered design principles
- Proven track record of boosting engagement by 30-40% via research-driven UI/UX solutions
- Created a scalable design system that improved development efficiency by 40%
- Collaborated with IT developers, product/project managers, and stakeholders to deliver solutions aligned with business goals, user needs, and customer engagement metrics

### Skills

**User Research:** User Interviews, Surveys, Personas, User Profiles, User Feedback, Market Research, Research Methodology, Identifying Design Patterns, Customer Journey Mapping, Competitive Analysis, Business Objectives, Research Documentation, Contextual Inquiry, Focus Groups, Observations, Field Research.

**Usability Testing:** A/B Testing, Heuristic Evaluation, Heatmaps (Hotjar), Card Sorting, Agile, Lean UX Canvas

**Information Architecture:** User flow, Site Maps, Content Inventory, Audits, Navigation Structures

**UI Design:** Design Systems, Human-Computer-Interaction, Micro-interactions, Mobile Interface Design, IOS Design, Interaction Design, Visual Design, Prototyping, Component Libraries, Typography, Color Theory, Responsive Design, WCAG Accessibility, Data Visualization, Dynamic User Interfaces, iconography, grid systems.

**Tools:** Figma (Advanced), Adobe Creative Cloud (XD, Photoshop), Google Analytics, Sketch, Miro, Maze, Webflow, Framer, Chatbot Design, VoiceFlow, Quantitative data analysis, Dovetail, Qualtrics, Keynote

**Front-End Basics:** HTML, CSS, MindStudio AI, Relevance AI, AI Agent, JavaScript (for prototyping)

**Soft Skills:** Problem-Solving, AI Automation, Cross-Functional Collaboration, Attention to Detail, Design Critique, Design Presentation, Design Thinking, UX Storytelling, Agile/Scrum, Stakeholder Management, User-Centered Design, Customer Satisfaction, Managing Multiple Projects, Working Under High-Pressure Situations, SEO, Performance Optimization, eCommerce

### Work Experience

UX Design / Graphic Design Intern | Eranova AI , Charlotte, NC

Nov 2025 – May 2026

- Redesigned and shipped a marketing website in 4 weeks, transforming a 3-page site into an 8-page enterprise platform that helped Eranova attract larger, higher-value clients
- Designed the brand system from scratch, introducing functional color states, a structured shade palette, and a full component library, reducing internal design time by 15%
- Designed 50+ ad creatives and managed 47 LinkedIn campaigns, driving 71,225 total impressions, up 24%, using weekly KPI tracking to identify top-performing creatives and refine targeting strategy.

**User Researcher / Analyst | KeelWorks Organization , Washington**

**Feb 2025 – Nov 2025**

- Built a scalable design system adopted across 4 internal KeelWorks projects, giving designers a structured visual foundation that increased design efficiency by 15%
- Developed MDN reference files from the same design system for developer handoff, reducing implementation errors by 20% and eliminating daily back-and-forth between design and engineering
- Conducted a heuristic evaluation of the live KeelWorks website, surfacing key usability issues validated by Google Analytics data, directly triggering a full site redesign

**Product Design Internship | Verde Finance , Texas**

**May 2023 – Oct 2023**

- Conceptualized Richie AI's development, boosting user engagement by 15%, enabling users to track, manage, and plan stock portfolios intuitively
- Simplified the Verde Plus subscription flow, leading to a 10–15% increase in premium upgrades
- Redesigned color palette using Inclusive design principles, improving accessibility, which led to user satisfaction by 30%

**UI/UX Designer | ZeroToOne Labs, Mumbai**

**Jun 2022 – Dec 2022**

- Designed a dashboard for TATA-Fleet Edge (SAAS), improving vehicle monitoring efficiency by 20%
- Revamped user flows and wireframes, improving overall usability and satisfaction by 15%
- Led cross-functional team workshops, boosting collaboration between developers and the product team, cutting iteration time by 10%

**UX Designer | DesignCoz, Mumbai**

**Aug 2020 – Feb 2021**

- Crafted 20+ high-fidelity screens for the brand Wify, resulting in a 20% increase in user satisfaction
- Developed a robust design system while maintaining visual consistency and improving adaptability by 30% across platforms
- Created hand-drawn wireframes that reduced design time by two weeks and improved stakeholder alignment

**Education**

**MS of Experience and Interaction Design | Thomas Jefferson, Philadelphia**

**Jan 2023 - Dec 2024**

**Relevant Coursework:** Design Essentials: SAAS and Innovation, Information Architecture, Study of Data, Research and HCI, Digital Design, and Thesis: Global Bridge, A mobile app improving international student safety through shared experiences and reviews, targeting a 30% reduction in safety incidents