

Worachet Deeyai

UX, Visual, Product Designer, Mobile Apps

Summary

Mobile-first UX designer with 10+ years across recruitment tech, travel, and brand systems. Specialize in interaction flows, prototyping, design systems, and multilingual typography, delivering clear, accessible interfaces on iOS/Android and the web. Created Thai - Latin typefaces (Ekkamai, Bangna) used widely in products and branding.

Education

Bachelor of Architecture, Industrial Design

King Mongkut's University of Technology Thonburi
Class of 2013

Executive MBA

Quantic School of Business & Technology
Class of May 2026 (Ongoing, Part-Time)

Skills

User experience design	User interface design	
Visual design	Product design	Game UI design
Mobile interaction design	Scenario design	Accessibility
Conceptual design	Rapid prototyping	Design systems
Usability testing & surveys	Motion graphic	Typography
Information architecture	UI writing & microcopy	
Cross-functional collaboration	Analytics & A/B test literacy	
Strategy planning	Localization & multilingual design	
Product management	Design mentorship	

Language

English

Full professional proficiency

Thai

Native proficiency

Contact info

Portfolio: worachet.com

Email: hello@worachet.com

LinkedIn: [linkedin.com/in/wdeeyai](https://www.linkedin.com/in/wdeeyai)

Phone: +817015851199

Experience

Senior User Experience Designer

Tokyo, Japan

Indeed.com - Permanent (Hybrid) - Internal promotion

January 2022 - Present

"Indeed cites 350M+ monthly unique visitors, product surfaces."

- Lead interaction design for key iOS/Android job-seeker flows (From search, evaluate to apply), partnering with PM and Engineering from concept through delivery.
- Produce prototypes (low to high fidelity) to test IA, navigation, and micro-interactions; run usability tests and synthesize insights into shipping decisions.
- Contribute to and extend design systems across mobile and responsive web, advocate for accessibility and localization in global surfaces.

User Experience Designer

Permanent (On-site) - Internal promotion

January 2019 - December 2019

Associate User Experience Designer

Permanent (On-site) - Convert to full-time employee

April 2018 - December 2018

Contract User Experience Designer

Indirect Contract (On-site)

November 2017 - March 2018

User Experience / User Interface Designer

Tokyo, Japan

Libra Inc. - Permanent (On-site)

May 2017 - November 2017

- Served as the sole designer for a travel startup team; introduced structured user research to clarify target user needs and inform product pivots.
- Shaped mobile-first booking and tour-discovery UX for the early Magical Trip offering, quoted in press as UX researcher at Libra on insights for solo travelers. Reference: [PressReleaseJapan.net](https://www.pressreleasejapan.net)

Design Director

Bangkok, Thailand

Pheromone Studio - Permanent (On-site)

March 2016 - April 2017

- Led cross-disciplinary design projects, ensuring quality and consistency across deliverables.
- Mentored junior/mid designers, enforced timelines, estimates, and stakeholder alignment.

Art Director

Bangkok, Thailand

McCann Worldgroup - Permanent (On-site)

February 2015 - February 2016

- Directed visual design for multi-client campaigns, oversaw vendor production, built repeatable brand toolkits.

Project Manager

Bangkok, Thailand

Energy Meet - Permanent (On-site)

July 2013 - December 2014

- Managed timelines/budgets and coordinated freelancers, delivered on schedule while maintaining design quality.

User Experience Designer

Bangkok, Thailand

Auto Fix Services - Permanent (On-site)

October 2012 - April 2013

- Ran field research and translated findings into user-centric interfaces aligned to business goals.

Brand Communication Designer

Bangkok, Thailand

Baramizi - Permanent (On-site)

January 2012 - August 2012

- Collaborated on brand concepts and presentations, integrated research findings into design direction.