

Patlapa Davivongsa

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Product Design Lead

SOCASH PTE LTD.; Singapore

August 2018 - Present

- Lead a 3 person product design team
- Helped increase the daily transaction by 5X since start date
- Delivered a feature that reduced the cost of cash reward given to user from 3%-4% of the total daily transaction amount to a stable 1%
- Simplified the design of the main transaction flow and improved the percentage of successful transactions from 82% to 94%
- Collaborated with the development team in person at the office in Bangalore, India.
- Helped launch the product in Indonesia in November, 2019.

Co-Founder

Rice Milk Research; Singapore

July 2018 - Present

- Set up a team in Bangkok to help companies conduct user research in Thailand including design translation, user recruitment, test execution, and result presentation.
- In charge of client acquisition, collaboration, and marketing
- Worked with global clients including Netflix, Enfamil, and Thoughtworks.

UX Designer

Lazada (Alibaba Group); Singapore

August 2017 – August 2018

- Lead the design for Search, Notification, Category, and Messaging
- Collaborated frequently with the Alibaba team in person at the HQ in Hangzhou, China
- Managed project frameworks for designers, PMs, and business to be aligned across multiple touch points
- Focus on iterative products with measurable results

UX Designer/ UX Researcher

Eko Communications; Bangkok, Thailand

July 2016 – August 2017

- Conducted usability testings and user research, internally and externally
- Introduced and implemented product analytics
- Gave product milestone presentations to stakeholders and client's executives

Education

MFA Digital Communication in Media/Multi-media, May 2016

Massachusetts College of Art and Design, Boston, MA

BSc Science Architectural Design, May 2014

Chulalongkorn University; Bangkok, Thailand

UX research service www.ricemilkresearch.com
Interview Series www.weekdayfaces.com

Specialties

Product Design (app/web)
User Research
Product Analytics
Information Architecture
Writing

Technical Skills



Languages

English (fluent)
Thai (native)

Activities

WF: Talk the Walk, February 2020

Hosting a panel for Weekday Faces, Bangkok

The State of UX in Singapore II, September 2019

Panelist for Academy XI x WeWork, Singapore

What is a UX without a PM, September 2019

Publication on UX Collective