AMONRADA TARDTHONG

Currently based in Tokyo, Japan

→ linkedin.com/in/amon-t
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Education

Master of Product Design
2015 - 2017 at Tama Art University | Tokyo, Japan

Bachelor of Architecture - Industrial Design
2007 - 2013 at KMUTT | Bangkok, Thailand

Language

Thai	Native
English	Professional Business Level
Japanese	Professional Business Level

Skill & Expertise Areas

User Centric Design / Research Based Design / Product Design / Visual Design / User Interface Design /User Experience Design / Interaction Design / Motion Graphic design/ Prototyping / Design System: Visual Branding & Coporate Guideline / User Testing / Campaign Branding

Activities

Guest Lecturer / UIUX Design
Tama Art University • April 2022 | Online

Guest Lecturer / Design
Tama Art University • June 2016 | Tokyo, Japan

Guest Lecturer / Master's Project
Tama Art University • Oct 2016 | Tokyo, Japan

Lecturer / Graphic Design
KMUTT • Jan 2016 | Bangkok, Thailand

Teaching Assistan / Textile Design
KMUTT • Jan 2016 | Bangkok, Thailand

Teaching Assistan / Graphic Design
KMUTT • Jan 2015 | Bangkok, Thailand

Teaching Assistan / Visual Thinking
Tama Art University • Apr 2015 - Jan 2016 | Tokyo, Japan

Teaching Assistan / Technical Drawing
Tama Art University • Apr 2015 - Jan 2017 | Tokyo, Japan

Experiences

American Express International Inc
Multinational financial services corporation

○ **Product Designer**
Full-time • Mar 2024 - Present | Tokyo, Japan

- ✓ Led all user experience and interface design for a 3-stakeholder platform
- ✓ Led partnership experiences with Square and Amex Foodie Club
- ✓ Built design system from scratch and conducted user research inside and outside the company

TORANOTEC Ltd.
Asset management group

○ **Senior User Experience and Interface Designer**
Full-time • Aug 2021 - Aug 2023 | Tokyo, Japan
Contract • Sep 2023 - Feb 2024 | Tokyo, Japan

- ✓ Onboarding completion +34%
- ✓ KYC streamlined from 8 to 5 steps
- ✓ Monthly investment feature — 28% opt-in, +17% retention

Fidelity Investments Japan Ltd.
Investment solutions and retirement expertise

○ **Senior User Experience and Interface Designer**
Contract • Aug 2020 - Jul 2021 | Tokyo, Japan

- ✓ Global design system team adopted modal concept from Japan

Asurion Japan Holdings G.K
Device insurance, warranty, and support services

○ **User Experience Designer**
Full-time • Aug 2019 - Jul 2020 | Tokyo, Japan

- ✓ Backend traffic reduced ~90% by replacing save button with auto-save
- ✓ Full UI overhaul: information hierarchy and layout
- ✓ Agent-to-agent chat tool designed and shipped

Geometry Ogilvy Japan G.K
Design Agency

○ **User Experience Designer**
Contract • Feb 2019 - July 2019 | Tokyo, Japan

○ **Digital Designer**
Contract • Apr 2018 - Jan 2019 | Tokyo, Japan

- ✓ Full product page → site redesign → launch event
- ✓ Full platform redesign ownership
- ✓ Online-to-offline launch experience designed

Wantedly Inc.
Startup - Software and social recruiting technology

○ **Designer**
Full-time • Jun 2017 - Mar 2018 | Tokyo, Japan

- ✓ Weekly active users: +230%
- ✓ Cost per install: -84%
- ✓ Summer internship LP: all positions filled