

SATTHAPORN GREEN

PRODUCT & GRAPHIC DESIGN

CONTACT

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AWARDS

- > Duke of York Young Entrepreneur
- > National Instruments Student Design Competition
- > Air Wick Design Challenge
- > Nampak Design Challenge
- > RIBA Westminster Student Design Competition
- > Arkwright Scholarship
- > Nuffield Bursary





LANGUAGES

ENGLISH
THAI

EDUCATION

- > UNIVERSITY OF LEEDS
2011 - 2015
Product Design from the School of Mechanical Engineering (MDes, Hons)

INTERESTS

-  Hockey
-  Running
-  Baking
-  Painting

Please get in touch if you would like anymore information. Thank you.



ABOUT ME

Hi, I'm Satthaporn, the co-founder and director of EatFishDesign. Over the last 8 years, I've worked directly with clients from different industries to transform their organisation for the better through the power of design thinking. From research, branding workshops, stakeholder management to graphic design, I oversee a multidisciplinary team to strategically deliver beautiful design work that effectively communicates a company's true value.



RELEVANT EXPERIENCES

- > **ULTRASONIC SCIENCES** 2021
Lead Designer
 - **Re-designed** front-end to unlock **business value** through the site.
 - Collaborated with client team to write a design brief for the project to determined KPIs and what success looks like. Put people and their needs at the heart of design and lowered their page abandonment rate by **35%**.
 - Using consistent calls to action design buttons increased their sales pipeline by **11%**, with an overall increase of **380%** of enquiries through their website form in the first quarter.
- > **MYPAM PROJECT** 2021
Project Manager and Lead Designer
 - **Led** co-design **workshops** with different product users to determine functionality of a stroke rehabilitation support portal. Delivered the project using **Agile** methodologies.
 - From the **user research**, I generated a project brief for an informative website and created a wireframe prototype on **Adobe XD** for **prototype** testing with the different **stakeholders**.
 - Through stakeholder interviews got feedback from users ranging from stroke patients, clinicians to carers. The **feedback** was presented back to the client along with a propose portal design.
 - **Won** additional work on the back of existing deliverables.
- > **SENTINEL-ITN** 2020
Project Manager and Designer
 - Through user research, I designed the information **architecture** to navigate the user through chronological sequence of information for best possible **experience**.
 - As part of my role, I used **Illustrator** and created some illustrations to support the written content as well as gathered **requirements** and built **Proof of concepts**.
- > **IMPRESS PROJECT** 2018
Project Manager and Designer
 - Partnered with researchers, parent(s) and caregivers to design smartwatches that monitor and help children with incontinence manage their condition in school.
 - **Facilitated workshops** with different user groups, **translating requirements** into a brief for designers and developers, **managing** the development team, produced wireframes (Adobe XD) of the watchface design and phone interface, generated **graphics** that contributed to **user-centre design** efforts to help children adopt the **technology** before presenting back the final product to the users for product testing.
- > **UNIVERSITY OF LEEDS** 2015 - Present
Visiting Research Fellow
 - Designing and delivering '**Design and Communication**' curriculum in Product Design. The course teaches students core design software skills in Adobe Suite apps through a live design project.



TECHNICAL SKILLS

- > PHOTOSHOP
- > ILLUSTRATOR
- > INDESIGN
- > ADOBE XD
- > MICROSOFT SUITE
- > SOLIDWORKS
- > KEYSHOT
- > SKETCHING



RELEVANT SKILLS

- > LEADERSHIP
- > STAKEHOLDER MANAGEMENT
- > INTERDISCIPLINARY TEAMWORK
- > PROBLEM SOLVING
- > COMMUNICATION
- > PRESENTING
- > TIME MANAGEMENT
- > DECISION MAKING