

Kumpol Sriprapa

404.910.3810 | kumpol@gmail.com | <http://www.kumpol.net>

Experience Summary

20 years of experience in web/interactive design focused on developing superior user experience and original visual designs, graphical user interfaces, wireframes, information architecture diagrams and improved usability for web applications. Strengths include the ability to combine visually appealing designs with technically complex applications to create a simple and effective user experience.

Skills

- Lead creative concept and design projects, provide user experience direction to staff
- Design intuitive, clean and visually appealing experiences for web sites and applications
- Promote business development through client presentations and create fresh ideas
- Focus on the customer/user by understanding their needs and then working with team members toward strategic solutions by using user experience and user-centered design approach
- Very proficient in the latest versions of Adobe Creative Suite (Photoshop, Illustrator, Flash, Dreamweaver, Visual Studio, etc.), Microsoft (SharePoint Designer, Visio, Project, etc.)
- Solid experience with HTML5, CSS, industry web standards and best practices for site usability
- Lead user experience staff through Agile software development process

Professional History

October 2010 to Present

Senior Director, User Experience Design and Development – Equifax

Atlanta, Georgia, USA

- Lead user-centered design and customer experience activities for both interdisciplinary groups and clients. Educate and serve as a resource for UX best practices
- Create engaging, easy-to-use/understand UX solutions throughout the product platform that addresses complex business and generate transactions/leads.
- Manage to interface and interact with internal and external groups including sales, marketing, design, and development teams to gauge requirements on various initiatives and translate into information architecture and interaction design schematics, possibly to include the following: visual design comps, concept diagrams, user profiles & user scenarios, schematics/wireframes, content requirements & flow diagrams
- Work closely with engineering, product management and QA teams from conception through development and implementation cycles in Agile/Scrum environment
- Provide day-to-day management and mentorship for team members - usability guidance and support before and during development process

July 2010 to October 2010

User Experience Specialist – Cox Communications, AT&T

Atlanta, Georgia, USA

- Collaborated with business analysts to identify project objectives, requirements and opportunities, collaborated with content producers to develop content strategies
- Analyzed user research, personas, scenarios and usability test findings to develop a comprehensive understanding of user requirements
- Translated business and user requirements into high quality user experience solutions
- Created wireframes, site maps, process flows, low-fidelity prototypes and other design documentations
- Worked with the developers to ensure feasibility of the design
- Led brainstorming and design review / approval sessions
- Planned and managed usability testing and related user research activities
- Engaged in user centered and iterative design processes to refine and optimize design
- Consulted with visual designers to ensure user experience requirements well accurately translated into visual design solutions

July 2009 to June 2010

User Experience Lead – Corus360

Norcross, Georgia, USA

- Led interaction design throughout the entire product lifecycle, from initial explorations through final design deliverables such as use cases, task flows, user interface elements, and documenting detailed design specifications for development and QA
- Developed the user experience discipline and user interface designs, strategies and solutions at Corus360 and its clients
- Managed, designed, developed, and delivered visual comps, graphical enhancements, competitive analysis, user interface design specifications, web templates and SharePoint master pages for Corus360 and its clients
- Engaged customers throughout the creative process from soliciting initial design direction through the creation of aesthetically pleasing and functional graphical solutions
- Involved rapid response to creating, iterating, refining and developing creative designs and solutions for customers and working cooperatively with the Corus360 team to develop new ideas and approaches to creative design processes where appropriate
- Clients: **SunTrust, McKesson, Doosan Infracore, NGHS, DeltaApparel**

May 2006 to March 2009

Senior User Experience Lead / Usability Engineer - King & Spalding

Atlanta, Georgia, USA

- Led user experience practice and create the vision for user experience design to conceptualize, design and prototype ideas
- Designed and Developed front-end interfaces for both Sharepoint and Plumtree-based intranet portals and applications
- Created wireframes and information architecture diagrams for specialized web / interactive applications with usability best practices and processes
- Collaborated with software engineers, analysts and the Marketing department to define strategic solutions and user experiences by providing heuristic evaluation, prototype, usability testing, usability analysis
- Applied design elements from the firm's Public Relations / Branding consultants to the public website

- Produced site shells (front-end development by using (D)HTML, CSS in an ASP.NET Microsoft environment) and page frameworks for software engineers
- Provided artistic direction to internal teams and outside vendors for all firm web-based and interactive projects

January 1998 to May 2006

Senior Creative Lead - Macquarium Intelligent Communications

Atlanta, Georgia, USA

- Served as creative lead responsible for designing large corporate Web sites and print projects, mentoring new designers, guiding and overseeing projects, and facilitating communication channels regarding incoming work
- Effectively communicated and coordinated with information architects, project managers and client partners to ensure client satisfaction
- Acted as a mentor for all members of the creative team - assisted with creative problem solving, internal and external communication/presentation skills
- Created design concepts, creative solutions, graphic elements, logos, icons and images for enterprise and large-scale portals, web sites and internet-based applications
- Followed industry web standards (W3C) when designing and writing HTML, produced site shells and page frameworks for clients, including the development of tables, frames and forms
- Committed to the continual improvement of the user experience, graphical design, interaction design and usability best practices and processes
- Clients: **Coca-Cola, UPS, AT&T, Equifax, Home Depot, Delta Airlines, GMAC Insurance, Yahoo!, Randstad, AGLR Resources, King & Spalding, Sabre, Merial, AutoTrader, Emory, GeorgiaTech**

April 1992 to March 1994

Architect / Instructional Designer – Siam Cement Group

Bangkok, Thailand

- Served as an architect for Technical Support Division, Marketing Department at Siam Fiber– Cement Co., Ltd.
- Designed, edited and maintained promotional materials and product technical documentation, including product brochures and catalogs, product instructional materials and training documents
- Designed trade show booths, custom exhibits, and related marketing materials
- Created, managed and produced 2 major product training, and instructional videos

Education

1995 to 1997

Master of Arts in Computer Art (Interactive Design & 3D) – Savannah College of Art and Design (SCAD) Savannah, Georgia, USA

1988 to 1992

Bachelor of Architecture in Industrial Design – KMITL Bangkok, Thailand