

Pupon Saiyasak

Senior Designer & Art Director

Washington, District of Columbia

PROFILE

Strategy, content creation and digital product design with the tools available. 20+ years multi-disciplinary experience in design, engineering and information technology fields. Abilities include art direction, user experience and visual and motion design, prototyping, commercial photography, video production and composition.

EXPERIENCE

HYATT Senior Product Designer

December 2022 – Present

Design new experiences, components, and patterns for Hyatt's global design system, and handoff for engineering implementation. Work with Brand and Content stakeholders to meet business goals with all new designs.

GANNETT Senior Principal Designer

March 2022 – September 2022

Product and visual design lead, strategy, and user testing. Mentorship of junior designers.

MICROSOFT Senior UX Designer (Consultant)

April 2016 – July 2020

UX and visual designer, and photographer working with Microsoft to re-imagine new digital experiences for Microsoft.com marketing communications and digital stores.

SITEWORX Senior Visual Designer (Consultant)

October 2014 – April 2016

Create solutions for web, mobile, and tablet devices that engage users. Design visual comps to meet business requirements and empathize in creating best user experiences. Create designs that inform through strategic display of photography, typography, editorial copy, and UI elements.

WANNADO Head of Product

January 2014 – September 2014

Product designer and creative director for company's product development and branding initiatives. Worked in partnership with Wannado's CEO and CTO to define company strategies, design native and web event discovery applications and art direction in content creation.

CONTACT

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PASSIONS

UX & Visual Design

Art Direction

Commercial Photography

Film & Video Production

TOOLS

Figma

Sketch

XD

Photoshop

Illustrator

PURPLE STRATEGIES Senior Interactive Designer

January 2013 – April 2014

Lead UX+UI designer, art direction for PR and advertising agency clients in the areas of advocacy, public affairs and crisis management. Collaboration and mentoring a team of developers, software architects and digital strategists.

REDPEPPER Senior UX/UI Designer & Photographer

June 2009 – November 2012

Create user experiences for integrated advertising agency clients. Design and develop experiences for interactive campaigns with Actionscript, JS, CSS, HTML, LAMP, strategic video production and commercial photography.

KNI Visual Designer & Actionscript Developer (Consultant)

October 2008 – June 2009

Contract designer and developer creating interactive campaign projects for a digital agency based in San Francisco. Projects included micro-sites for Vlasic, U.S. Cellular, Specialized and Helwett Packard.

OUTDOOR CENTRAL Art Director & Actionscript Developer

May 2007 – October 2008

Lead designer and developer for Usability & Design group focused primarily on UI design consistency for software, web and mobile projects. Lead the design and launch of a new company identity focused on revamping the brand image with a new logo and site redesign.

INTERGRAPH Multimedia Designer & Developer

June 2006 – May 2007

Designer and developer for corporate in-house marketing and advertising team. Created interactive multi-media advertising campaigns with Adobe Premier Pro, After Effects and Flash.

DELL Software Engineer

August 1999 – June 2006

Lead development projects working with project management, application test management, logistics management and SQA management groups. Designed, developed and implemented Visual Basic 6 software systems and CommBasic macros for Dell Manufacturing operations world-wide.

BRANDS

Hyatt
Microsoft
Goldman Sachs
Deloitte
Coca-Cola
Armstrong
Honeywell
Booz Allen Hamilton
Nascar
Time Warner Cable
Wellpoint
Blue Cross Blue Shield
Intuit
John Deere
Specialized
Kirkland's
Singer
Helwett Packard
Vlasic
Averitt
Dell
USA Today
U.S. Cellular
Avis
PG&E
Off Broadway Shoe Warehouse

DESIGN PORTFOLIO

ONLINE

<http://www.puponic.com/>