

# Bhummit Pat Laoprapassorn

## Product designer

### CONTACT

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📁 [bhummitpat.com](http://bhummitpat.com)

### SKILLS

#### Tools

Figma • Zeplin • Adobe CC •  
Adobe experience manager  
(AEM) • Adobe CC • Jira •  
Microsoft 365

#### Design

Storyboard • Wireframe • User  
flow • Mock ups • CRO  
experiments • prototyping • 3D  
modeling

#### Research

User research • A/B testing •  
UXCAM (Session recordings)

#### CMS

Adobe Experience Manager  
(AEM) • AEM assets • Digital  
Asset Manager (DAM) • Algolia

#### Past projects

Replatforming • A/B testing •  
Campaign design • Component  
library • Packaging design •  
Product design • Furniture  
design

### EXPERIENCES

#### Central Online – E-Visual Merchandising Department manager (UX/UI designer)

- Lead UX/UI
- Promotional Campaign and Customer journey improvements
- Product owner for CMS (Content management system)
- CMS optimization and improvement project
- Replatforming - design UAT, test case, FE testing

#### Central Retail Digital – Designer

- Design A/B testing to improve customer engagement CvR  
part of CRO (Conversion Rate Optimization)
- Central Retail's replatforming project, design to UAT
- Integrating personalization features to enhance user  
experience.

#### Monash Food Innovation – Project Consultant & Designer

- Partnership program between Enterprise Singapore and  
Monash Food Innovation to facilitate the entry of  
Singaporean SMEs into the Australian market
- Comprehensive research, interviews, and market analysis  
including developing an innovative food product and  
packaging.



Australian Institute of Packaging GOLD recognition in the  
2021 Australasian Packaging Innovation & Design Student  
Awards



World Packaging Organisation Worldstar Student Award 2021  
certificates of recognition

### EDUCATION

Monash University – Bachelor of Industrial Design

Monash College – Diploma of Art and Design