

Sujitra Pinsiri

Product design for POS, CRM, CMS and web platforms

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PROFILE Senior UX/UI Designer experienced in designing POS, CRM, CMS and web products, translating complex business requirements into clear workflows and scalable interfaces – from early concepts through developer handoff.

EXPERIENCE

● Senior UX/UI Designer

FullTeam Co., Ltd.

Apr 2022 – Present

- Led the UX/UI workstream, assigning tasks and mentoring junior designers through structured design reviews to maintain quality and consistency across deliverables.
- Redesigned checkout, navigation and onboarding for **Bluestat POS**, reducing basic support tickets by 60% and average checkout time by 35% while enabling faster self-guided onboarding.
- Owned end-to-end product design across POS, CMS, back-office and web platforms, from requirements and user flows through implementation, delivering consistent, production-ready experiences.
- Partnered closely with Product Managers and Engineers throughout Agile delivery, building and maintaining a reusable component library and reviewing implementation to protect consistency and design fidelity in production.
- Piloted a Figma MCP-enabled design-to-development workflow with Product and Engineering to reduce handoff ambiguity and gather feedback to inform wider adoption.

● UX/UI Designer

Egg Digital Co., Ltd.

Apr 2020 – Mar 2022

- Designed web, CRM and POS interfaces, shaping business requirements into structured layouts and responsive user journeys.
- Created implementation-ready UI specifications and partnered with developers on HTML/CSS delivery to improve alignment across responsive breakpoints.

● Web Designer

Bossup Solution Co., Ltd.

Jul 2016 – Mar 2020

- Designed responsive websites, campaign assets and infographics across a range of business needs.
- Implemented interfaces with HTML/CSS and contributed to Angular front-end development, bridging visual design with production delivery.

EXPERTISE

UX & PRODUCT

Requirement analysis · User flows · Wireframing · Usability testing

UI & DELIVERY

UI design · Design systems · Responsive design · Developer handoff

DESIGN LEADERSHIP

Workstream planning · Design reviews · Mentoring · Design QA

TOOLS & WORKFLOW

DESIGN & SYSTEMS

Figma · Tokens Studio · Photoshop · Illustrator

AI-ASSISTED DELIVERY

Figma MCP · Claude Code

FRONT-END FOUNDATIONS

HTML · CSS · JavaScript · Tailwind CSS

SELECTED WORK

PRODUCT PLATFORMS

Bluestat POS · Exology

MOBILE APPLICATIONS

Prochang Partner · LINE Delivery

View portfolio
sujitra.me



EDUCATION

**Rajamangala University of Technology
Thanyaburi**

B.A. Mass Communication Technology · 2016
GPA 3.56 · First-class honors