



# Patrawuth Wingworn

## Senior Product Designer – AI Assistant & Conversational UX

Versatile, Specialized, Collaborative.

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Senior Product Designer with 20+ years of experience designing complex, scalable digital products. Specialized in AI-powered and conversational experiences—translating LLM and automation capabilities into human-centered workflows across enterprise and consumer platforms. Strong in system-level UX, interaction models, and cross-functional collaboration with product, engineering, and data teams to deliver trusted, data-driven user experiences.

### Core Expertise

- Conversational UX & AI Assistant Design
- Interaction Models & System-Level UX Architecture
- AI-Powered Product Design (LLMs, Automation, NLP)
- End-to-End UX Strategy & Rapid Prototyping
- Cross-Functional Leadership (Product, AI/ML, Engineering)

Portfolio: **Lastman AI CRM** <https://patrawuth.altifie.com/>

### Work Experience

#### PRODUCT SOLUTION ARCHITECT LEAD

CHANWANICH CO., LTD. (JAN 2025 – OCT 2025)

- Led end-to-end UX strategy for complex, system-driven workflows across enterprise platforms.
- Designed interaction models and system flows translating business and technical logic into clear, trusted user experiences.
- Partnered with product and engineering teams to define system logic, data flows, and scalable validation rules.

#### SENIOR PRODUCT DEVELOPMENT SPECIALIST

CHANWANICH CO., LTD. (MAY 2021 – JAN 2025)

- Directed UX and product development for HealthTeams digital platform, leading cross-functional collaboration between design, business, and engineering.
- Defined and validated product features through research, usability testing, and iterative prototyping.
- Strengthened design-to-delivery alignment through data-driven product decisions and UX documentation standards.

#### SENIOR UX/UI DESIGNER

TMB BANK PCL (APR 2016 – MAY 2021)

- Designed and managed TTB Touch mobile app UX, ensuring a seamless banking experience.
- Created and maintained TTB Design System, driving consistency across digital channels.
- Collaborated cross-functionally with product owners and marketing teams to align user experience and business goals.

# Work Experience (Continued)

## AWARDS

- **TMB Culture Award – Cross-Functional Team** *(18 Nov 2016)*  
Recognized for exceptional cross-departmental collaboration and achieving strategic goals.
- **TMB Culture Award – Digital Enabled** *(8 Nov 2019)*  
Honored for driving digital innovation and enabling advanced solutions within the organization.

## DIGITAL MARKETING MANAGER

**AWTC ASIA CO., LTD.** *(JUN 2013 – JUN 2014)*

## PROJECT MANAGER

**WHATSNEW CO., LTD.** *(AUG 2012 – MAY 2013)*

## PROJECT MANAGER

**BEC TERO APP Co., LTD.** *(DEC 2011 – AUG 2012)*

## SENIOR USER INTERFACE ENGINEER

**RAREPLAY CO., LTD.** *(APR 2007 – DEC 2011)*

## SENIOR USER INTERFACE ENGINEER

**DRUMBEAT DIGITAL CO., LTD.** *(JAN 2002 – APR 2007)*

## WEB DESIGNER

**BENCHMARK VISIONS CO., LTD.** *(FEB 1999 – AUG 2001)*

# Education

**SIRINDHORN COLLEGE OF PUBLIC HEALTH** **Diploma Public Health**

Graduated 1995

# Certificate

**Complex UI Design: Practical Techniques** **IxDF – The Interaction Design Foundation**

Issued Mar 2023

Credential ID 149317 [View Certificate](#)

**Games UX: Process and Pipeline Deep Dive** **IxDF – The Interaction Design Foundation**

Issued Mar 2023

Credential ID 149317 [View Certificate](#)