PRASSANTH VETRIVEL

Product Designer | UX/UI Expert | User-Centric Design | Scalable Design Systems

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Bangkok, Thailand



SUMMARY

Product Designer with a sharp eye for visual detail and a proven track record in building scalable design systems, high-impact UIs, and intuitive digital experiences. Skilled in Figma, Webflow, and Framer. Strong preference for collaborative, fast-paced teams building elegant, user-centric products.

EXPERIENCE

UX/UI Designer

Carnivore Digital Co., Ltd

01/2025 - Present Bangkok, Thailand

- Increased online engagement by {30%} through the design of a fully responsive website for Sukhadaa.
- Collaborated with a team to migrate a legacy 150+ table Visual Basic codebase to PostgreSQL using AI tools for a Hotel Management Software.
- Addressed issues with old UI and redesigned a new interface.

UX/UI Designer

Block Aero

10/2023 - 12/2024 Bangkok, Thailand

- Led end-to-end feature development for a platform used by aircraft dismantling organizations and aviation regulators (AFRA, CAAC).
- Built and maintained a comprehensive design system, including 15+ reusable components and 193 Figma variables.
- Conducted user research with 50+ participants to improve performance and reduce loading times by 2 seconds.
- Created documentation and best practices for using components across design and code.

Director

Carnivore Digital Co., Ltd

01/2019 - 09/2023 Bangkok, Thailand

- Performed C-suite tasks to run and manage Digital Marketing company from 2019 until 2023
- Launched and grew five social media communities including Twitter, Instagram, and LinkedIn; engagement growth 45% higher than the average
- Landed two of the biggest 200K a month accounts for the agency
- Analyzed data from 25,000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x
- Generated 12,000 unique users, 30,000 page views, and 2000 newsletter sign-ups in 3 weeks by strategically leveraging social media advertising (Facebook and Instagram)

Digital Marketing Manager

Dome Furniture

01/2011 - 01/2019 Riyadh, KSA

- Facilitated as a sound engineer for AM Studio and Sony for three years
- Supported full redesign of website with findings from customer segmentation and competitive research, increasing website leads by 200%
- Pioneered social media campaign to increase the total Instagram followers from 3,000 to 60,000

TRAINING / COURSES

Complete iOS 11 & Swift Developer
Udemy

Artificial Intelligence Fundamentals
IBM

SKILLS

Figma Illustrator Photoshop Webflow Framer WordPress Miro HTML CSS JavaScript Google Analytics SEO ECommerce Meta ads Animation Video Editing User Research Usability Testing Design Systems Wireframes Prototyping Interface Design Typography

EDUCATION

Master of Business Administration

Harbour.Space

05/2021 - 04/2022 Bangkok, Thailand

Bachelor of Music

San Francisco State University

01/2007 - 01/2011 San Francisco, CA

FIND ME ONLINE

LinkedIn
https://linkedin.com/in/prassanthv

Website
https://www.prassanthvetrivel.com/