

Kao Phantajak

UI/UX Designer

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Full Australian work rights (subclass 485 visa)

itskao.work

Kao Kasipang

sweetspots

SUMMARY

UX/UI Designer with 5 years in digital design, shipping products across travel, rideshare, e-commerce and agriculture. Co-owner and product designer at an AI travel startup, where I tie design decisions to the numbers: cut API costs by about 80% and grew to 98K organic views, 85+ sign-ups and 5 paying users through marketing I ran myself. Experienced across research, usability testing and design systems, working with product, engineering and marketing to deliver measurable outcomes.

SKILLS

UX/UI & Product

UX Design UI Design User Flows Wireframing Prototyping Usability Testing Design Systems
Product Strategy Roadmapping Backlog Prioritization Agile/Scrum Stakeholder Management

Research & Strategy

User Research Journey Mapping Data-informed Design Information Architecture

Business & Growth

Business model & pricing Market research Growth marketing Meta Ads Shopify GA4

Tools

Figma Adobe Creative Suite HTML/CSS Google Analytics

UX/UI EXPERIENCE

Sweetspots — Co-Founder & Product Designer Mar 2025 – Present

Monash FastTrack Program (Selective Industry Project) Co-founded

- Designed the whole product end to end (research, information architecture, flows, prototypes, UI) across six product shifts, each triggered by user insight
- Validated the problem with 100+ interviews and 350+ comments, then iterated through Alpha testing and user feedback
- Designed the core flows: mood-based discovery, saved boards, an AI trip builder (trip setup, planning style, generated itinerary) and collaborative planning with shared trips and invites
- Cut onboarding from five questions to one skippable question after users found it annoying
- Made a design decision that cut API calls on app open by about 80%: moved Discover behind a second tab and made Home template-based (about 10K uses a day)
- Ran growth on zero ad spend (short-form content, 3 posts a week): 98K organic views, 85+ sign-ups and 5 paying users in about a month, with a free tier of 5 searches a day

AX Creative Agency — Senior UX/UI Designer Sep 2025 – Present

Melbourne, Australia Contract

- Led end-to-end design for "Bounce", a rideshare platform, working directly off client feedback: rider and driver apps, website, emails and help portal
- Rebuilt the design system natively in Figma and used it to redesign both apps (OTP verification, scheduled and multi-stop trips, fare splitting, referrals, driver earnings, safety features)
- Designed complete UX flows, wireframes, and high-fidelity UI across mobile and web
- Delivered marketing and brand assets for Setia project (website, brochures, digital campaigns)

UXUI
EXPERIENCE

Axons (CP Group) — UX/UI Designer

Mar 2023 – Jul 2024

Bangkok, Thailand

- Led UX research and user interviews to define product requirements for FarmOne & FarmPro, an agricultural officer management app, interviewed 10 field officers to build representative personas capturing shared needs and pain points
- Designed user journeys, wireframes, and prototypes for four launch features (registration, contract farming, surveys, daily activities) in agile sprints alongside product and engineering
- Ran usability testing with 40 users, scoring tasks via System Usability Scale (SUS) and iterating designs based on findings
- Trained 58 "Super Users" ahead of launch and implemented Google Analytics tracking to monitor real user behaviour post-launch, shipped to the App Store

Crea.Asia — Creative Designer (E-commerce)

Oct 2021 – Mar 2023

Bangkok, Thailand

- Designed 400+ digital assets across e-commerce platforms, tailoring each creative to brand identity while meeting platform-specific requirements
- Contributed to UI layouts and landing pages for campaigns
- Applied branding and visual consistency across regional markets

MARKETING
EXPERIENCE

Brother Wolf — Marketing & Ecommerce Specialist

Feb 2026 – Present

Melbourne, Australia

Contract

- Ran Meta Ads creative testing judged on CTR, conversion rate and AOV, and managed the Shopify store and US expansion set-up
- Designed brand and campaign assets: staff handbook, business cards, email templates and sale creatives

Future Leadership — Marketing Intern

Jan 2026 – Feb 2026

Melbourne, Australia

Intern

- Supported the Capability Compass framework through research and audience analysis, and contributed to campaign design aligned with brand guidelines
- Assisted in planning and execution of industry event (invites, stakeholders, suppliers, logistics)
- Helped produce campaign materials and supported go-live execution

TPL Education — Digital Marketing & Content Specialist

Apr 2025 – Sep 2025

Melbourne, Australia

Contract

- Gathered user and stakeholder insights to inform content and communication strategy
- Acted as liaison between internal teams and customers to improve engagement

EDUCATION

Master of Business (Entrepreneurship) — Monash University

2024 - 2026

1st Class Honours

Monash FastTrack Program (2025 Cohort)

Selected Student Representative - Sustainable Business Program

Bachelor of Science in Design & Architecture — Chulalongkorn University

2017 - 2021

2nd Class Honours

CERTIFICATIONS

Google UX Design Certificate
Web Design for Everybody

DEmark Design Award 2024