



Kap Thongsophon

Senior Digital Product Designer (UX/UI)

For 18 years I've turned ideas from startups, brands, and organisations into practical, polished designs that reached millions of users. I manage the entire design process from wireframes to final designs, balancing user needs, business goals, quality, and efficiency. My designs are built to grow and adapt based on user feedback and data.

Experience

Lead Digital Product Designer

Red Ant • Full-time

Nov 2006 - Feb 2025 (18 yrs 3 mos)

I began as a junior designer while in my third year at UTS, gradually taking on more responsibility. Over 18 years, I worked on 200+ projects across community, startup, ecommerce, government, and consumer products used daily by thousands throughout Australia and New Zealand. As lead designer, I guide a team of two, providing design direction and problem-solving support, while tackling complex UX/UI challenges across client projects. I focus on delivering realistic designs that align with time, budget, and development team capabilities.

Key Projects

Michelle Bridges 12WBT

Fitness Startup • 2013 - 2016

Helped transform from basic MVP to Australia's leading health and fitness platform reaching millions of users. Created intuitive interface for website and iOS app that scaled to support 100,000+ active users.

Huggies Australia & New Zealand

Consumer Brand • 2006 - 2020

Led design for 10+ years, delivering 3 major website redesigns and 25+ templates covering 42,000+ content pages. Created UX/UI for interactive tools that improved brand loyalty and user engagement.

TeamForm

Startup • 2023 - 2024

Developed search functionality and OKRs visualisation for organisation management platform. Created clean, customisable org chart visualisation with future drag-and-drop concept.

Melbourne University Publishing

Ecommerce • 2024 - 2025

Modernised online bookstore with cleaner layout and improved mobile experience while maintaining academic prestige. Expanded basic branding guideline into complete design system.

Pearsons Florist

Ecommerce • 2019 - 2024

Transformed business from mainly in-store to thriving online operation just before pandemic hit. Created comprehensive frontend and backend systems that helped business grow during pandemic while supporting expansion to Melbourne.

Managed

Proptech Startup • 2018 - 2024

Transformed a new startup into a leading property management platform now handling \$3 billion in transactions across 300+ agencies. Designed clean interface for platform now supporting 100,000+ users and processing \$100 million monthly.

Sydney Trains

Government • 2018 - 2024

Designed intuitive interface transforming complex transport data into actionable insights for service planning. Created visualisation system that helped plan replacement services during track maintenance across Sydney's network.

Other notable clients

City of Sydney, Telstra, Tribe, Outdoor Media Association, Kleenex, Gigcar, Campaign Xpress, Ray White and Yates.

Lecturer Assistant

University of Technology, Sydney • Part-time

Aug 2006 - Jul 2007 (1 yr)

Assisted with Introduction to Web Design and Advanced Web Design subjects for third and fourth-year students. Guided students on basic design principles, provided feedback on visuals and code, and answered questions about HTML, CSS, and Flash ActionScript.



Education

- University of Technology, Sydney**
Bachelor, Design in Visual Communication
2005 - 2007
- UTS College (formerly Insearch:UTS)**
Diploma, Design in Visual Media
2004 - 2005
- Siam Business Administration College**
College, Computer and Business (English Program)
2000 - 2003

Skills

Design

UX

Design Thinking, Wireframe, Information Architecture, User Journey Mapping, Conversion Optimisation, User Research, UX Review and Usability Testing.

UI

User Interface Design, Interaction Design, Visual Design, Responsive Design, Mobile App, Prototyping, Branding & Identity, Design System, Art Direction, Presentation and Stakeholder Collaboration.

Software

Figma and Sketch

Wireframe, diagram, interface design, prototype, presentation, design system and team collaboration.

Photoshop and Illustrator

Image editing and animation. Create and edit vector graphics.

ChatGPT and other AI tools

Utilising AI tools to assist with writing and exploring new possibilities in UX/UI design.

Technical

HTML, CSS and Github

Basic understanding, ability to create and adjust HTML, CSS and content in Github and CMS.

Awards

Gold - Mobile Website

Mobile Marketing Association
Aug 2013
Huggies Australia & New Zealand mobile website

14th Annual Webby Awards Official Honoree Selections

The Webby Awards
Jan 2010
IFAW's Tails for Whales website

Interactive Media Awards

The Interactive Media Awards
Jan 2009
IFAW's Tails for Whales website

Red Ant Web Design Award

University of Technology, Sydney
Jan 2007
For creative and practical approach to design for web media

Languages

English

Full professional proficiency
Living in Sydney for 22 years

Thai

Native
Born in Thailand, moved to Sydney in 2003

Additional Info

Citizenship

Australian Citizen
Became an Australian citizen in April 2015.

Location

Based in Surry Hills, Sydney, Australia
Open to working full-time onsite, hybrid, or fully remote.