

Ridin Dinesh

A multifaceted designer focused on **UX**, **UI** and **Visual Design** with over 13+ yrs of experience. Currently working as a **Senior Designer** in **Central Group**.

 <https://www.linkedin.com/in/ridin/> Portfolio: <https://ridin.design>

Contact Details

M: (+66) 89 450 3647
E: ridindinesh@gmail.com
A: Sukhumvit, Bangkok

Work Experience

Oct 2022 to Present

Senior UI Designer | Design System,

Central Group. - is the combination of Central tech organization including Cenergy Innovation, Central Group Online, Retail Innovation & Service (RIS) under Central Retail Corporation (CRC) - Central Group, Thailand's largest retailer.

- Designing, maintaining, and governing the Design System across many business units (Tops, Central Department Store, PowerBuy, TopsVita, Central Digital).
- Design System Documentation
- Creating high fidelity UIs from Wireframes.

Oct 2020 to Oct 2022

Lead Designer,

Morphosis Apps Co., Ltd. - Morphosis is a digital consultancy specializing in UX strategy, product design, development and conversion

- Working on multiple projects as a UX/UI designer, below are a list of Tasks done;
- Conducting user research and competitive analysis.
- Creating Personas, User flow/journey, and Sitemaps.
- Designing low/high fidelity wireframes depending on the project.
- Designing Design Systems and StyleGuides.
- Designing User Interface and Interactive animations.
- The main tools used are Figma, Miro (UX Flow and Sitemap), and Invision.
- Creating and managing internal processes.
- Training and mentoring designers.

Jan, 2019 - Oct 2020

Senior UX/UI Designer,

Gogoprint Co., Ltd. - The one-stop online printing shop for any business in Asia Pacific

- Designed solutions to tackle existing user problems with user research, collaborating with engineers and stakeholders.
- Designing solutions "such as" interactive prototypes, full mockups, and presentations
- Worked with engineers on fixing existing frontend issues and hands on CSS and HTML fixes
- Carried UX workshops
- Designed UI and Visual design for the entire website
- Improved the overall user experience, especially on the Mobile device based on latest user feedback.

Main Skills

- Building Design System
- UI & Visual Designing
- Rapid Prototyping
- UX Designing

Working solo or in a team, I can quickly adapt to any work setting. Love collaborating with engineers to ensure seamless implementation of design to code. Coming from coding background, gives me a huge advantage when it comes to executing and being a supporting member of the team.

Soft & Secondary Skills

- Analytical Skills
- Communication Skills
- Interactive Prototyping
- Color, Typography and Layouts
- Branding
- Animations

Tools

- Figma / Adobe XD
- Zeplin / Invision
- Jira
- Asana
- Google Analytics
- Hotjar
- Adobe Creative Suit

I have engaged myself with a variety of different tools. I believe that by understanding the root workings of a singular tool, I am able to comprehend the inner workings of all other novel tools.

Languages

- English (Fluent)
- Thai (Fair)
- Hindi (Fair)

Work Experience - continue

Jul 2015 - Nov 2018

Head of Designs and Project Manager,

Maya Designs - Creative design agency providing online digital solutions

- Managed a team of designers and developers to lead Web projects
- UX/UI - Designed website mockups, prototypes, and wireframes.
- Created web guidelines and documentation for projects
- UX Research (user interviews and user testing)
- Designed brand guidelines for clients
- Lead client meetings and presentations

Feb 2010 - Nov 2013

Project Manager & UX/UI Designer,

Pitstop Thailand - Online platform to buy and sell cars and bikes

- Managed a team of developers and designers for website projects
- Designed all aspects of the project including UI & Visual Designing, Graphic Designing, and Video composition

Apr, 2008 - Present

UX/UI Designer and UX Consultant,

Freelance / self-employed

- UX - Designed low and high-fidelity Wireframes, and Prototypes both Desktop and Mobile websites/app. User research and testing with documentation.
- UI - Designed Mockups, full designs of all pages for the website, icon creations, Web style guidelines
- Design brand guidelines
- Animated infographics and video compositions
- Carried Corporate Training (UN, Coco Cola Thailand, Siemens Thailand, True)