

PANITHI KHACHONPISITSAK

Product Designer / UX-UI Designer

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PROFILE

Product / UX-UI Designer with 10+ years of experience in SaaS and fintech systems.

Specialized in compliance workflows (eKYC, eKYB, AML), decision engines, and data-driven interfaces.

Focused on simplifying complex operations, improving decision accuracy, and enabling scalable compliance workflows.

CORE STRENGTHS

End-to-End Product Design • Prototyping • Wireframing • AI-Assisted Prototyping • Design Systems & Scalable UI • Complex Form Design • Data-Driven Interfaces • Complex Workflow Design • Decision-Based Systems • Data Integration • Operational UX • Agile / Scrum • User Research • User Interviews • Moderated Usability Testing • User Journey Mapping • Information Architecture

EXPERIENCE

UX/UI Designer

Jul 2021 – Feb 2026

UpPass

- Led UX/UI design for a compliance SaaS platform (eKYC, eKYB, AML), shaping end-to-end workflows spanning identity verification, business verification, and AML screening across both end-user onboarding and internal back-office systems from early-stage development.
- Worked closely with product, compliance, and business teams to interpret regulatory requirements, business constraints, and verification logic into design-ready specifications and scalable product flows.
- Conducted group usability testing on eKYC flows and analyzed support tickets to identify friction points and drive iterative improvements across onboarding experiences.
- Designed an eKYC web application for True Corporation and other fintech and lending clients, covering ID document verification and active liveness detection for multiple document types across kiosk, in-app, and web channels, supporting 50,000+ eKYC transactions per day.
- Designed a document validation module for lending onboarding, covering bank statement upload, OCR extraction, field validation against submitted application data, and review-by-exception workflows for operations teams, including deployments for Rabbit Cash.
- Designed rule-based decision flows and back-office review tools to automate verification outcomes and reduce manual review to exception cases only, covering eKYB business verification chains including company registry lookup, director extraction, document cross-check, and AML screening.
- Delivered high-fidelity prototypes and implementation-ready specifications, while establishing and maintaining a scalable design system in Figma.

UX/UI Designer

Oct 2017 – May 2021

TBN Corporation Plc.

- Led UX/UI design for enterprise systems, including ERP, HR, fintech, and insurance platforms, focusing on workflow optimization and data integration.
- Implemented custom CSS to overcome Mendix low-code styling limitations, delivering branded UI that increased client confidence and adoption.
- Collaborated with cross-functional teams to align business logic, system constraints, and user experience, laying the foundation for scalable workflow and system design.

Web, Motion & Graphic Design (full-time & freelance)

Jan 2005 – Sep 2017

JND Web · Wongnai Media · TrueLife (True Corp) · Apostrophy's · You Are Here Magazine

- Designed websites, digital assets, motion graphics, and editorial layouts across agencies, media, and enterprise clients.

SKILLS

Front-end: HTML / CSS, Responsive Styling

Tools: Figma, Photoshop, Illustrator, After Effects, Claude Code, WordPress

SELECTED WORK

Portfolio: panithikh.com/work

EDUCATION

Communication Design

2006 – 2010

Faculty of Fine Arts, Srinakharinwirot University