

# Pat Davivongsa

Email p.daviv@gmail.com  
Mobile 65 8410 4443

Website [www.patlapa.com](http://www.patlapa.com)

## EXPERIENCES

### Senior Product Designer

Dell Technologies; Singapore

July 2020 - Present

Currently designing for Dell Innovation Lab where we focus on building, testing, and ultimately launching projects that are the 'future of Dell'.

### Product Design Lead

SOCASH PTE LTD.; Singapore

August 2018 - July 2020

- Helped increase the daily transaction by 5X since start date
- Simplified the design of the main transaction flow and improved the percentage of successful transactions by 12%
- Collaborated with the development team in person at the office in Bangalore, India.
- Helped launch the product in Indonesia in November, 2019.

### Co-Founder

Rice Milk Research; Singapore

July 2018 - July 2021

- Set up a team in Bangkok to help companies conduct user research in Thailand including design translation, user recruitment, test execution, and result presentation.
- Worked with global clients including Netflix, Enfamil, and Thoughtworks.

### UX Designer

Lazada (Alibaba Group); Singapore

August 2017 – August 2018

- Led the design for Search, Notification, Category, and Messaging
- Collaborated frequently with the Alibaba team in person at the HQ in Hangzhou, China
- Managed project frameworks for designers, PMs, and business to be aligned across multiple touch points

### UX Designer/ UX Researcher

Eko Communications; Bangkok, Thailand

July 2016 – August 2017

- Conducted usability testings and user research, internally and externally
- Introduced and implemented product analytics
- Gave product milestone presentations to stakeholders and client's executives

## EDUCATION

**MFA Digital Communication in Multi-media,**  
Massachusetts College of Art and Design  
May 2016. Boston, MA

**BSc Science Architectural Design,**  
Chulalongkorn University  
May 2014. Bangkok, Thailand

## ACTIVITIES

**Hosting a panel for Weekday Faces**  
WF: Talk the Walk,  
February 2020. Bangkok, Thailand

**Panelist for Academy XI x WeWork**  
The State of UX in Singapore II,  
September 2019. Singapore