Boonboon Chanchoke

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Specialty

Axure ●●●●●●●●○○
Photoshop ●●●●●●●○○○
Illustrator ●●●●●●○○○○
Balsamiq ●●●●●●●●●○
OmniGraffle ●●●○○○○○○○

Strong leadership skills – able to influence and guide the team toward their individual growth and organizational goals, recognizing each team member's potential and encouraging them to use their strengths to the fullest capacity

Excellent problem-solving skills – analyze and identify UX/UI problems, and quickly provide solutions to solve various technical issues and business use cases

Excellent communicator – develop a strong cross-functional relationship with product managers, engineers, and other stakeholders

Ability to exercise good judgment when making user-centered design that align with product strategies

Wide scope of expertise – proficiency in all aspects of user experience design, interaction design, information architecture, and user interface design, along with deep knowledge of AI, analytics; big data, data visualiza-

Experience

Sr. UX Design Manager
OpenText
Oct 2021 - Present

Present

Manage and lead a team of nine UX designers of SMB/C product unit in creating UX-related deliverables which contributed to over 78,000 in accounts

Design a one-stop-shop solution for Security Compliance & Productivity by providing an extensible platform to Managed Service Provider (MSP) to manage their customers security.

In charge with the product experience of Webroot, the cybersecurity software that provides internet security for consumers and business

Facilitate usability testing sessions that lead to product enhancement and reinforce the user testing process

Devise UX strategies and reinforce UX Agile sprint processes for each product team to assure the better and smoother product releases

UX Design Manager
OpenText
Jul 2018 - Oct 2021

Oct 2021

Orchestrated the design for over a dozen of applications within OpenText

Managed an interaction designer team of six and led them to successfully support products across the organizations

Worked with five OpenText product units (AI&Analytics, Content Services, Legal Tech, OT2 Platform, and Securities) to understand the UX needs and fulfilled the business requirements and goals

Revitalized OpenText Analytics platform by modernizing the user experience and user interface to stay competitive in BI space resulting in increasing usability scores, NPS and SUS, by 52%

Worked with acquisitions to migrate, and redesigned their applications to align with OpenText branding, design system and UX guidelines

Lead UX Designer
OpenText
Jan 2015 - Jul 2018

Jul 2018

Managed UX team and oversaw all UX projects within AI and Analytics division of OpenText

Led and facilitated the alignment of UX goals/visions with cross-functional teams and stakeholders

Led the UX works and was responsible for project management for the development of a UX design solutions for OpenText Magellan on premise and cloud-based products

Led the team through an Agile design sprint to help them conceptualize ideas that align with product visions and to help UX members be ahead of development sprints

Designed and developed hi-fidelity interactive prototypes for Magellan BI&R desktop and mobile applications

Coordinated and mentored team members within AI and Analytics product unit

Lead UX Designer
Actuate
Apr 2008 - Jan 2015

Jan 2015

Led UX design and research on all projects

Designed the data visualization applications (Actuate Information Hub, Dashboard and Analytics Studio) to provide an accessible way for users to see and understand data trends

Adopted, ensured, and reinforced the design process in the product cycles

Supported overall product goals by conceptualizing, developing, and executing UX strategies

Helped the team through transitioning from waterfall to Agile methodology

Implemented UX sprints to align with development process

Performed task analysis, developed scenarios, and conducted usability studies

Apr 2008

Drove UX/UI efforts on new products as well as executed major redesigns on existing products

Education

2001
Master of Fine Arts, New Media
Academy of Art University, San Francisco CA

1998
Certificate, Multimedia and Graphic Design
California State University of East Bay, Hayward CA

1996
Bachelor of Arts, Mass Communication and Multimedia
Srinakharinwirot Prasanmit University, Bangkok Thailand