ARAYA WONGWAN

SENIOR PRODUCT DESIGNER
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01 PROFESSIONAL EXPERIENCE

	RESPONSIBILITIES	YEAR
Lead Product Designer, **Ape Unit** (Creative Tech Studio)	*Wavv* (Social coordination app)	2022-now

Wavv (Social coordination app)

• Owned the full product lifecycle from early concept to live features, balancing UX, design & business strategy, research, copy, and roadmap in a small cross-functional team.

• Collaborated with frontend and backend teams to ensure high-quality execution of design into seamless user experiences for iOS and Android.

• Shipped features that led to a measurable increase in retention (based on data-driven insights from user interviews, workshops, and testing)

Dacade (Blockchain learning platform)

• Audited and rebuilt the design system (inc. tokens, components) with detailed documentation for consistency, long-term usability, and modularity across the platform.

• Mentored 15 junior developers across design–engineering handoff, helping bridge visual design and motion skill gaps.

• Redesigned user flows for 22,000+ users across multiple journeys

Atem (B2B Carbon credit platform)

• Designed end-to-end UI/UX experience, including a cohesive design system, interactive dashboard, and animated prototypes.

• Defined detailed design specifications for the development team and established the foundational product identity for a B2B platform.

Product & Brand Designer, Centrifuge (Decentralised Finance platform) — 2021-2

• Built and launched a scalable design system, streamlining handoff and ensuring visual consistency, with 1.5k+ Figma downloads.

• Led a visual refresh of Centrifuge's brand identity, collaborating with the design team and marketing to align brand, visual assets, and product across web, social, and platform interfaces for 80k+ community.

• Designed UIs for three institutional-grade financial products: the Centrifuge dashboard (for managing tokenized assets and liquidity pools), a token airdrop platform, and an NFT marketplace.

• Designed onboarding flows to guide institutional users through complex financial tools, ensuring seamless entry into decentralized finance.

02 SELECTED INDEPENDENT PROJECTS

	RESPONSIBILITIES	YEAR
Visual & Web Designer, **Women in Web3 Privacy**	• Led design of a new website for a decentralized privacy collective, working cross-functionally to translate shared values into a clear, inclusive, and trustworthy online presence.	2025
Art Director & Product Designer, **Dymension**	• Art directed and designed a multi-chain airdrop that enabled 500,000+ users to claim $390M in DYM tokens through a seamless, interactive experience.	2023
	• Led cross-functional collaboration to deliver a visually impactful, brand-aligned user journey.	

03 UNIVERSITY

	DEGREE	YEAR
Harbour.Space, Spain	MA Interaction Design	2021
University College London, UK	MSc Public Policy	2018
Wesleyan University, USA	BA Psychology / BA Social, Cultural, Critical Theory	2017

04 SKILLS

UI/UX, UX WRITING, PROTOTYPING, FRONT-END DEVELOPMENT, QUALITATIVE/QUANTITATIVE RESEARCH, ART DIRECTION, STRATEGY, HTML/CSS/JS, CREATIVE CODING

05 TOOLS

JAVASCRIPT, REACT, PROCESSING, FIGMA, ADOBE CC (INC. AFTER EFFECTS), SPARK AR

06 RECOGNITION

IT'S NICE THAT (2021), SUPERHI (2020)