



# APICHAYA WISITPHORNANAN

140/26 Sathorn House Condo Silom Bangrak Bangkok 10500



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086-897-8982



/wi-apichaya

## PERSONAL PROFILE

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I'm web developers who interested in UX/UI and data analytics.

## EDUCATION

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### **Mahidol University International School** (2017-2018)

Master of Business Administration in Business Modeling and development (MBA)

Mahidol University (2008-2012)  
Bachelor's degree Information Communication and Technology

## SKILL

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- **Agile Methodology**
- Collaborate and planning for product backlog
- **HTML, CSS, SCSS, Javascript**
- **Responsive Design**
- **Javascript Framework (React, Vue)**
- **PHP, Php framework**
- **Database Design**
- **MySQL, Mongo, InnoDB**
- **GIT, Version Control**

## ABOUT

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- Flexible and open to new challenge
- I'm an active learner and self-motivated.
- Confident and hardworking.
- High responsibility, reliable, punctual and thorough.
- Able to effectively work under pressure
- Critical and positive thinking.

## WORK EXPERIENCE

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### **SHIPPOP CO.,LTD, CTO**

APR 2016 - PRESENT

- Collaborate with clients and also provide technical support and planning to all the clients specific project such as KPlus Shop, KTC Marketplace, Ucommerce, and Shoplus. Help them integrate smoothly using our API until the project are completely execution.
- Coordinate internal resource and third party like courier partners such as J&T, CTT and CJ Logistics to ensure on how we can integrate together.
- Overall responsibility for the successful initiation, planning design, execution, monitoring, controlling and closure of a project.
- Gather and analyse to all requirements from the other departments in an organisation to help them work more smoothly.
- Collaborate with development team to implement the solutions, support and design all the tasks coming in a development team.
- Review and measure the product performance and control quality for UX/UI
- Manage developer team to archive the project timeline and help them improving skill and have self-learning



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## INTERNSHIP

**Faculty of ICT, Software Developer**  
Develop Student Personal

Assistant Application for Mobile using Sencha Touch

## EXTRA CURRICULUM

- **Joining Insuretech Hackaton 2019**
- **Joining INET Young Web master camp 9**
- **Badminton athlete of Mahidol University Sport game**
- Being a part of Cheerleader group of the Faculty of ICT, Mahidol University
- Participating in cleaning temple activities
- Being a student representative in Wai-Kru ceremony
- Being a staff in faculty and university events

## WORK EXPERIENCE

### **Dek-D Interactive.,LTD, Senior Web Developer**

MAY 2012 - JULY 2018

- Research and interview with UX/UI designer team to find out what is the pain point of the users and how they understand our application and website then lead to develop software called E-book.
- Planning and meeting with an accountant, understand need of accounting department and find the solution to develop accounting system to support in an e-wallet system.
- Planning with content editor team, discuss on how we can build a local system using in Admission onstage exhibition program.
- Collaborate with designer to discuss on design and UX/UI for Gamecenter dashboard project.
- Responsible for an advertising using Adserver and DFP both in website and mobile site. Collaborating with sale and marketing team to enhance the value of banner slot

## HONOR & AWARD

### **Winner GSB Smart Startup 2018**

The Winner of GSB Smart Startup 2018  
SHIPPOP Platform

### **Samart Innovation Competition, 2011**

Bronze Award of the smart restaurant guide and Digital Stamp Application both on Desktop website and Android application

### **National Contest (NSC), 2011**

Semifinal round of "PaiDi" Application