



PROFILE

Portfolio

ninakeoborakot.com

Contact

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AWARDS

Innovation of the Year: 3rd Place in Continuous Innovation

Pitney Bowes

May 2021

For launching an eCommerce
delivery client portal

CERTIFICATIONS

Certified Practitioner of Human-Centered Design

LUMA Institute

September 2019

SKILLS

Design

Interaction design,
wireframing, prototyping,
visual design, design systems,
content design

Research

Design thinking, observations,
usability testing, personas,
journey mapping, surveys,
information architecture

Technical

Enterprise design, B2B, SaaS,
expert systems, data
visualization, AI, fintech, agile

Tools

Figma, Sketch, Axure, Adobe
XD, UserTesting, Google
Analytics, Adobe Analytics,
Full Story, Jira

Nina Keoborakot

Senior Product Designer

For the last five years, I've brought consumer-grade craft to enterprise experiences.

EXPERIENCE

Walmart

Senior UX Designer

Remote

October 2022 – Present

- Lead the design of an enterprise financial planning and analysis application for the global Fortune 1 company, enabling 200 users to make AI-driven business decisions at scale
- Own end-to-end design of an expert forecasting system across multiple personas by creating journey maps, prototyping, and testing, resulting in a 27% increase in user adoption, 30% time saved on collaboration, and increased forecast accuracy
- Manage design for 2 workstreams across multiple product management, engineering, and business teams, ensuring that the experience meets business objectives, technical requirements, and user needs
- Collaborate with the design system and peer design teams to maintain information architecture, share patterns, and promote new components, establishing cohesive experiences across the app
- Mentor 3 mid-level designers, fostering growth from supervised contribution roles to end-to-end design ownership through feedback, collaborative design exploration, and identifying strengths

Pitney Bowes

Senior UX Designer

Shelton, CT

October 2021 – October 2022

- Launched a B2B client portal to 6,500 users by simplifying access to financial data and co-designing a mail tracking interface with users, resulting in high satisfaction reported by 60% of beta users
- Revamped an internal CRM, emphasizing wayfinding, human-centered language, and UI craft to align with business goals of increased efficiency, reduced onboarding time, and high user satisfaction
- Redesigned expert workflows in a facility management tool through onsite observations, rapid design iterations, and usability tests, demonstrating in testing a 33% reduction in time on task for mail sortation setup
- Transformed the product development culture of the Presort business unit from legacy approaches to human-centered strategies by using design thinking to validate designs and drive roadmaps

UX Designer

July 2019 – October 2021

- Enabled clients to monitor KPIs for shipping and volume performance by designing data visualization dashboards including graphs, metric summaries, maps, and comparison tools
- Balanced user-centricity with business goals by implementing design feedback from users, subject matter experts, and stakeholders on an eCommerce delivery client portal
- Facilitated interviews, contextual inquiries, and surveys to define key impact areas for improving client experience across all business touchpoints

EDUCATION

DePaul University, BS in User Experience Design, Minor in Graphic Design
June 2019, Chicago, IL