

Kallayarat Liao-Tanadee

New York City, NY • designedbyice.com • [LinkedIn](#) • kallayarat98@gmail.com

UX/UI PROJECTS

MyPlace — Subletting Mobile App

Personal Capstone | 2025

End-to-End UX/UI Design • Tools: Figma, Figma Make

- Designed a mobile app that makes short-term housing more trustworthy for young professionals and students by reducing uncertainty around listings, helping users evaluate options more confidently before reaching out to potential hosts.
- Led the end-to-end design process from discovery to validation, transforming research insights into product decisions and iterating on the experience through two rounds of usability testing to improve usability and decision-making.
- Designed features including verified hosts, richer listing details, and roommate transparency, directly addressing user concerns uncovered during research and creating a more informed, trustworthy experience for people searching for temporary housing.

Gatherly — Social Event Platform

Personal Capstone | 2026

End-to-End UX/UI Design • Tools: Figma, Claude, Claude Design

- Reframed event attendance as a confidence-building experience rather than an RSVP problem, designing a platform that helps attendees commit through low-pressure interactions and supportive decision-making instead of social pressure.
- Led two rounds of moderated usability testing, translating 15 validated insights into product decisions that simplified the RSVP experience and removed features that unintentionally encouraged low commitment.
- Designed tiered RSVP, Buddy Match, and judgment-free cancellation to reduce uncertainty before events, giving users more confidence to participate while respecting different comfort levels and social boundaries.

George's Comic Shop — Website Design

Industry Design Project (Bootcamp) | 2026

UX/UI Design • Tools: Figma, Claude, Claude Design

- Collaborated with two designers and a client to design a responsive comic shop platform, delivering a cohesive user experience across five core sections while aligning user needs with the client's business goals and long-term product vision.
- Shaped the product direction by introducing community-focused features like comic trading and live auctions, repositioning the platform from a traditional storefront into a community-driven marketplace that encourages discovery and engagement.
- Developed an interactive prototype using Claude Code, exploring AI-assisted prototyping to create more dynamic product experiences while expanding my design workflow with emerging AI tools and interactive design techniques.

EXPERIENCE

Phinista Cafe

Jan 2024–Present

Store Manager

- Managed daily operations, including scheduling, inventory management, staff training, and day-to-day team coordination.
- Improved service operations by optimizing workflows, developing SOPs, and acting on customer feedback to deliver a more consistent customer experience and smoother daily operations.

G. Corbera Design | Circular Play

Jan 2024 – May 2024

Innovation Research Intern

- Researched sustainability initiatives and analyzed educational games to identify opportunities for an early-stage VR learning experience, helping shape the project's initial product direction and learning experience strategy.
- Synthesized market research and player behavior into actionable insights, supporting concept development and early design discussions with the multidisciplinary team.

EDUCATION

Springboard

UX/UI Design Career Track

Virtual

2025–2026

Suffolk University

M.A. Communication, Integrated Marketing Communications

Boston, MA

2024

Thammasat University

B.B.A. Marketing

Thailand

2021

SKILLS

UX/Design: Figma, User Research, User Interviews, Usability Testing, Affinity Mapping, Empathy Mapping, User Flows, Wireframing, Prototyping, Information Architecture, Style Guides

Technical: HTML, CSS, JavaScript