

# Min Htet Zaw (he/him)

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UX/UI Designer with 7+ years in graphic design and brand development. Skilled in listening to the right feedback and delivering high-quality digital assets that enhance user experiences and drive engagement.

## WORK EXPERIENCE

### Creative Specialist, ATOM Myanmar Limited

May 2022 - Jan 2024 | Yangon, Myanmar

- Led the UX strategy for internal communication platforms, resulting in more than 90% improvement in user engagement.
- Collaborated with cross-functional teams to deliver high-quality digital assets, video content, and ensure user needs were prioritized at every stage of development.
- Designed intuitive, user-friendly interfaces that promoted organizational culture and increased platform usage.

### Creative Coordinator, Vero Communications Consultancy

Jan 2018 - Jun 2021 | Yangon, Myanmar

- Collaborated with strategy teams, account managers, and clients to design user-centred digital campaigns that increased organic social media engagement by 80%.
- Designed creative solutions for social media ads and PR events, ensuring seamless user experiences across various digital platforms.
- Mentored junior designers on UX principles, focusing on design theory, creative thinking, and design systems to improve the agency's design standards.

### Graphic Designer, Inspiral Creative Agency

Dec 2015 - Dec 2017 | Yangon, Myanmar

- Developed UX-driven web UI designs and worked closely with developers to implement solutions that balanced functionality with visual appeal.
- Designed social media campaigns with a strong focus on user engagement, leading to improved client ROI and brand recognition.

## EDUCATION

### MBA - Interaction Design, University of the Thai Chamber of Commerce

Jan 2024 - Jan 2025 | Bangkok, Thailand

### Master of Interaction Design, Harbour Space University

Jan 2024 - Jan 2025 | Bangkok, Thailand

### Diploma of Computer Arts, National University of Arts & Culture

Jan 2019 - Jan 2020 | Yangon, Myanmar

### Diploma of English, SEAMEO Regional Centre for History and Tradition

Jan 2009 - Mar 2013 | Yangon, Myanmar

## SKILLS

Brand Development • Intuitiveness • Creative Problem Solving • User Experience • User Interface • Design System • Empathy • Wireframing • Prototyping • Graphic Design • Video Editing • Motion Graphic

## LANGUAGE

English (Professional Level)

Myanmar (Native)

## AWARDS

PG Star Award Q3 2022 - ATOM Myanmar Ltd

Recognized for excellence in leading creative campaigns and improving internal communication platforms.