



Luca Carson

Senior Product Designer | UX/UI Designer

Bangkok, Thailand | +66 61 613 9592 | lucacarson0000@gmail.com

LinkedIn: [linkedin.com/in/luca-carson-603206243/](https://www.linkedin.com/in/luca-carson-603206243/)

Portfolio: <https://lucacarson.com/>

PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience across product, UI/UX, and visual design, including B2B SaaS and AI-powered products. Focused on conversational workflows, omnichannel platforms, and design systems. Experienced in research, information architecture, prototyping, usability testing, and collaboration with product and engineering teams.

PROFESSIONAL EXPERIENCE

General Magick (Thailand) Co., Ltd. | Senior UX/UI Designer

Apr 2025 - Present | Thailand

- Design AI assistants and conversational workflows that help users complete workplace tasks and access information through a unified interface.
- Translate complex AI capabilities into user journeys, information architecture, interaction patterns, and product experiences that feel clear and practical.
- Lead the product design system and design-token structure, aligning foundations, reusable components, states, and implementation with the Design Lead and developers.
- Design cross-device experiences connecting digital products with physical robotic devices while balancing user needs, AI behavior, and technical constraints.

K-Link Enterprise Solutions | Product Designer

Mar 2023 - Apr 2025 | Thailand

- Built domain knowledge through research into contact center operations, ticketing systems, messaging platforms, industry papers, competitors, and customer-support data.
- Mapped user journeys and complex operational workflows, and created empathy maps with the Design Lead, Product Managers, and stakeholders.
- Designed an integrated omnichannel and ticket-management experience, contributing to significant growth in the product's user base.
- Built and maintained a design system that improved usability and visual consistency across a platform used daily by business teams.
- Helped integrate AI agents and workflow-building capabilities, supporting product expansion across Southeast Asia.

Next Innovations | UX/UI Designer and Web Designer

Nov 2022 - Jan 2023 | Myanmar

- Designed responsive websites for a Japan-based agency with clear information architecture, usable navigation, and consistent visual patterns across desktop, tablet, and mobile.
- Built a shared design system with reusable foundations and frequently used components, reducing repetitive design work and improving delivery consistency.

MM Digital Solutions | Junior UX/UI Designer

Feb 2022 - Aug 2022 | Myanmar

- Worked end to end on PADC, an education platform, and Healtpy, a healthcare platform.
- Created user flows, information architecture, empathy maps, responsive interfaces, reusable components, and custom iconography with Product Managers and stakeholders.
- Applied accessibility considerations and contributed through prototyping, usability testing, product launch, and post-launch user feedback.

Ko Tine Thin | Volunteer UI/UX Designer

Dec 2021 - Nov 2022 | Myanmar

- Designed interactive learning interfaces and mapped user flows for an education platform.
- Redesigned the logo and created brand patterns, illustrations, and reusable icon assets adopted by multiple teams.

Self-Employed | Independent Designer

Jan 2021 - Nov 2021 | Myanmar

- Delivered small client and volunteer projects across brand identity, illustration, and UI/UX design.
- Applied and refined core design principles by turning early ideas into digital solutions.

CORE COMPETENCIES

Product & UX:

UX Strategy, User Research, Competitor Analysis, User Journeys, User Flows, Information Architecture, Wireframing, Interaction Design, Prototyping, Usability Testing, Accessibility, Agentic Design Approach, Data Visualization, Cross-functional Collaboration

Design System:

Reusable Components, Design Tokens

Tools:

Figma, Claude, Codex

EDUCATION

Certificate in Media and Communication, Chulalongkorn University, Bangkok, Thailand, 2024

LANGUAGES

English - Intermediate (B1) | Burmese - Native