

# PRATT SUTTHIPITAK

## CONTACT

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## SPECIALIZED IN

Enterprise UX transformation  
AI-integrated workflow systems  
Design systems governance at scale  
Cross-functional executive alignment  
Operational efficiency & org scaling

## PROFICIENT IN

Figma, Sketch, Adobe XD, InVision,  
Adobe Suite, Microsoft Suite  
Claude Code, GitHub, VS Code, SQL,  
HTML, CSS, Azure, DevOps

## PROFESSIONAL SKILLS

User Experience Design (UX)  
User Interface Design (UI)  
Intelligent User Interfaces (IUI)  
Prototyping IUI Design  
AI Automation  
AI Prompt Engineering  
SQL Database  
Product Design  
Digital Design  
SaaS  
Management  
Workshop Facilitation  
User Research  
Mobile Application Design  
Web Design  
Interactive Design  
Advertising Design  
Packaging Design  
Branding  
CRM  
Project Management  
Scrum Certified (CSM)  
Content Design  
Social Media  
Video Animation  
Video Production  
Video Editing

[prattgallery.com](https://prattgallery.com)

Please email for additional work examples.

Most work cannot be published publicly.

Enterprise design executive with 15+ years in digital and product design and 8+ years leading global design organizations across complex SaaS ecosystems. Proven track record of scaling design functions supporting 130,000+ users and 400+ enterprise stakeholders across underwriting, financial, legal, and claims systems.

## EXPERIENCE

### RSUI / Berkshire Hathaway

*UX/UI Architect (Principal Product Designer)*

September 2023 – Present

- Led enterprise UX strategy for underwriting platforms supporting 400+ internal users across mission-critical insurance workflows.
- Designed and implemented a unified enterprise design system spanning Underwriting, Claims, Accounting, and Legal functions.
- Reduced design-to-development cycle time by 50% through standardized processes and governance.
- Integrated AI decision-support and task automation into underwriting workflows, positioning the organization for intelligent system evolution.
- Implemented AI-driven research synthesis and automated DevOps ticket generation, increasing operational velocity and stakeholder visibility.

### EY / Ernst & Young

*Experience Design Director*

May 2018 – September 2023

- Built and scaled a global Experience Design organization of 40 designers across 11 enterprise SaaS products serving 130,000+ users.
- Established UX governance, quality standards, accessibility frameworks, and enterprise-wide design systems.
- Partnered with global Client Technology executives to align UX strategy with business transformation initiatives.
- Led modernization of design operations, improving speed-to-market and cross-functional integration.
- Facilitated executive workshops and delivered strategic UX roadmaps to senior leadership.

### Moxie / Publicis Groupe

*Senior Designer – Lead Designer*

December 2015 – May 2018

*Designer*

May 2013 – December 2015

- Led and oversaw digital, content, and campaign design across multiple client accounts, managing day-to-day execution and creative direction for cross-functional teams.
- Served as art director on integrated advertising campaigns, delivering award-winning work for major brands including Verizon, Porsche, Volkswagen, Chick-fil-A, BB&T, Kohl's, and Ocean Spray.
- Designed end-to-end digital experiences including websites, mobile applications, CRM campaigns, and social media content for enterprise and consumer brands.
- Created mobile and web products such as Chick-fil-A Mobile Ordering, Even Hotel wellness applications, and multiple brand websites.
- Delivered multi-channel creative across digital, social, print, and out-of-home for clients including Coca-Cola, UPS, Wells Fargo, AMC Theatres, Cisco, and Georgia Natural Gas.