

# HLAING MIN THANT

Product Designer | WordPress Developer | Digital Experience Specialist

Bangkok, Thailand | (+66) 063 471 9011 (Line, WhatsApp) | (+95) 977 722 0005 (Viber)  
kohlaingminthant@gmail.com | [hlaingminthant.com](http://hlaingminthant.com) | [linkedin.com/in/hlaing-minthant](https://www.linkedin.com/in/hlaing-minthant)

## PROFESSIONAL SUMMARY

Product Designer and WordPress Developer with over 8 years of experience creating enterprise platforms, digital products, and high-performance websites. I lead projects from strategy and design through development and optimization, collaborating with cross-functional teams to turn business goals into practical, user-friendly solutions. I focus on building reliable, scalable digital experiences that support both user needs and business growth.

## CORE SKILLS

- **UX:** User Research, Stakeholder Interviews, Usability Testing, A/B Testing, Information Architecture, User Flows, Wireframing, Interaction Design, Accessibility (WCAG)
- **UI:** Visual Design, Design Systems, Responsive Design, Prototyping, Typography, Component Libraries
- **Web & CMS:** WordPress (Elementor, WooCommerce), Drupal, Webflow, Shopify, Wix, Squarespace
- **Front-end:** HTML5, CSS3/SCSS, Bootstrap, JavaScript, jQuery
- **Tools:** Figma, FigJam, Photoshop, Illustrator, InDesign, Adobe XD, Sketch, Canva
- **Analytics:** Google Analytics 4 (GA4), Google Tag Manager, Hotjar, PostHog
- **AI:** ChatGPT, Claude, GitHub Copilot
- **SEO:** Technical SEO, On-page SEO, Core Web Vitals
- **Collaboration:** Jira, ClickUp, Slack, Microsoft 365, Google Workspace, Discord
- **Languages:** Myanmar (Native), English (Professional Working Proficiency), Thai (Basic)
- **Specialties:** Digital Products, Enterprise Platforms, Design Systems, WordPress Solutions

## WORK EXPERIENCE

### Yoma Strategic Holdings Ltd. (Yoma Group)

#### Senior Web Designer

Sep 2022 – Present

- Led the design and development of 40+ enterprise websites, primarily using WordPress with additional projects on Wix, covering UX/UI design, custom PHP theme development, deployment, and optimization.
- Collaborated with Product Managers, Developers, QA, and business teams to deliver practical, user-friendly digital solutions.
- Conducted user research, usability testing, and design reviews to improve user experience.
- Built reusable UI components and design standards to ensure consistency across websites and streamline the design process.
- Mentored junior designers through design reviews, constructive feedback, and UX/UI best practices.
- Reduced design rework and improved collaboration between design and development teams through clear documentation and structured design handoffs.

## Web Designer

Dec 2018 – Aug 2022

- Designed and developed responsive websites aligned with business goals and brand guidelines.
- Built and customized WordPress websites using custom PHP themes, Elementor, HTML, and CSS, with additional projects on Wix, Squarespace, and Drupal.
- Created wireframes, user flows, mockups, and interactive prototypes to communicate design concepts.
- Worked with clients, developers, and stakeholders to deliver user-friendly web solutions.
- Optimized websites for SEO, accessibility, responsiveness, and performance.

## Graphic Designer

Jun 2018 – Nov 2018

- Designed digital and print marketing materials, including website graphics, social media content, brochures, and promotional materials.
- Collaborated with marketing and cross-functional teams to maintain consistent branding across digital and print channels.

## Myanmar Marketing Research & Development Co. Ltd (MMRD – Yangon Directory)

### Graphic & Web Designer

Mar 2017 – May 2018

- Designed websites, social media content, and marketing materials aligned with business goals and brand guidelines.
- Created responsive web layouts and visual assets to improve usability.
- Collaborated with stakeholders to deliver digital and print designs that met business needs.

## CAG Engineering Company Limited

### Graphic Designer

Mar 2016 – Feb 2017

- Designed print marketing materials, including brochures, posters, flyers, and promotional materials.
- Produced consistent visual designs for branding and marketing campaigns.
- Provided basic IT support, including computer setup, software installation, and troubleshooting.

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## EDUCATION

- **B.A. in History** - Bago University | 2013 – 2017
- **International Advanced Diploma in Computer Studies (IADCS)** - KMD Institute | 2013 – 2014
- **Diploma in Information Technology** - National Management Degree College | 2012 – 2013

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## PROFESSIONAL DEVELOPMENT

- **Google UX Design Professional Certificate** – Google | August 2026
- **Digital Media Planning & Buying** - Bagan Digital Institute | May 2025
- **Professional PHP Web Developer Course** - Page Myanmar Training School | May 2017
- **Programming Fundamental** - Gusto College | September 2013

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## PORTFOLIO

[hlaingminthant.com](http://hlaingminthant.com)