ALPHONSE RIANG

UX Designer & Brand Strategist

(+66) 09271-72361 | alphonse.riang@gmail.com | alphonseriang.com

PROFESSIONAL SUMMARY

UX Designer and Brand Strategist with 10 years of design experience across international nonprofits and cross-cultural markets. Led projects from discovery through delivery, including a 17-country organizational rebrand and the first self-service laundromat launch in Northeast India. Grounded in visual design and systems thinking, with a consistent focus on translating user needs into outcomes that work in the real world.

SKILLS

- **UX & Research:** User Research, Usability Testing, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Service Design, Behaviour Change Design
- **Design & Systems:** Figma, FigJam, Design System Governance, Visual Identity, Brand Architecture, Component Design, Cross-platform Design
- **Production Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, InVision, HubSpot CMS
- **AI & Workflow:** Generative AI for visuals (Adobe Firefly, Midjourney), LLMs for content and strategy work (ChatGPT, Claude, Gemini), AI-assisted production
- **Collaboration:** Stakeholder Communication, Cross-functional Teamwork, Agency Management, International Team Training

EXPERIENCE

UX Consultant & Brand Strategist   2019 – Present
Independent Practice

- Led brand strategy and service design for Laundry Point, the first self-service laundromat in Aizawl, Mizoram, India, in a market where the concept had no local precedent.
- Conducted user research to identify university students as the primary early-adopter segment, then built the brand positioning, service model, and communication strategy around that user profile.
- Designed a hybrid payment and onboarding experience that accounted for local infrastructure realities: inconsistent power supply, seasonal water scarcity, and no established cashless payment culture.
- Iterated on in-store wayfinding based on MVP user feedback, simplifying from bilingual text layouts to icon-based flows (pay, wash, dry, done), which reduced first-time user confusion noticeably.

Senior Graphic Designer   Oct 2023 – Jul 2024
Holy Cross Family Ministries HQ   *Easton, MA, USA*

- Directed visual communication for international campaigns across Latin America, Africa, Asia, and Europe, prioritising clarity and cultural appropriateness for each regional audience.

- Mentored junior designers on design decision-making, with an emphasis on understanding the reasoning behind choices rather than just following guidelines.
- Integrated AI tools into the production workflow to accelerate ideation and redirect capacity toward work requiring human judgment.
- Maintained 100% on-time delivery across all global digital and print outputs throughout the role.

Graphic Design Coordinator & Brand Project Lead   Oct 2015 – Oct 2023

Holy Cross Family Ministries   *Easton, MA, USA*

- Identified a donor comprehension failure caused by fragmented brand identities across 17 countries, built the internal business case over several years, and secured executive approval to lead a full organisational rebrand.
- Directed the rebrand from brief to rollout: managed an external agency, co-authored multilingual brand guidelines for 17 regional offices, and designed a multi-channel adoption system for teams across four continents with varying infrastructure and design literacy.
- Educated executives and non-designer stakeholders by translating design rationale into business terms throughout the project, which proved critical to maintaining momentum and protecting key design decisions.
- Resolved a design-by-committee breakdown by bringing a clear, user-centred recommendation directly to the president, securing a single unifying direction and getting the project back on track.
- Designed brand guidelines as a practical user resource: online (SharePoint) and offline (PDF) versions, a full Spanish-language edition, and icon-led examples for non-designer audiences. The onboarding section was later adopted by HR into standard global new-hire orientation.
- Introduced a Digital Asset Management system that improved internal workflow efficiency by 40%.

EDUCATION & CERTIFICATIONS

UX Design Professional Certificate
General Assembly, USA | User Research, Information Architecture, Interaction Design, Usability Testing
Bachelor of Arts — Graphic Design & Visual Arts
Stonehill College, USA
Languages: English (Native) · Thai (Elementary, ongoing)