

Chiyaporn Buakaew

Digital & Web Designer | WordPress & Next.js | AI-assisted Development

Gothenburg (Göteborg), Sweden | +46 72 997 7779 | chiyaporn.me@gmail.com

linkedin.com/in/chiyaporn-buakaew-6b8a03297 | Portfolio: martinbuakaew.com

Available now for full-time, part-time or internship roles • On-site/hybrid
Right to work in Sweden (no sponsorship required) • Swedish driving licence B (own car)

PROFILE

Digital and web designer with 5 years' experience designing and building websites, campaigns and content for healthcare, dental and transport brands. I combine visual design (Adobe Creative Cloud, Figma) with WordPress and Next.js, and use AI coding tools to build, test and deploy, verifying every change before it goes live. Based in Gothenburg, I work part-time in IT and web at Öckeröbussarna, freelance for healthcare clinics in Thailand and study Swedish (SFI D).

CORE SKILLS

- **Design:** Graphic design, visual identity, brand guidelines, layout & typography, digital ads, print, packaging, presentations
- **Web & CMS:** WordPress, Elementor, Bricks Builder, headless WordPress, Next.js (AI-assisted), responsive web design, landing pages, booking/enquiry flows, HTML/CSS (basic)
- **AI & Workflow:** AI coding agents (Claude, Codex, GitHub Copilot), ChatGPT, local LLM setup (Llama.cpp), Git/GitHub, release testing
- **SEO & Analytics:** On-page and multilingual SEO, Google Analytics (GA4), Google Search Console, campaign reporting, optimising websites for AI search
- **Content & Motion:** Social media content, content scheduling, motion graphics, short-form video, video editing
- **Tools:** Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Figma, Microsoft PowerPoint, Google Workspace

PROFESSIONAL EXPERIENCE

IT & Web (Part-time)

Feb 2026 – Present

Öckeröbussarna AB | Gothenburg, Sweden

- Design and maintain ockerobussarna.se, the company's trilingual (Swedish/English/German) website.
- Built nine Swedish SEO landing pages; since May 2026 the site has earned 970+ clicks and 8,200+ Google Search impressions, with daily impressions up about 60%, including local searches such as "hyra buss göteborg" (Search Console).
- Restored the booking enquiry form, redesigned the contact page and set up website analytics (GA4).
- Recovered the website after a hosting failure and test every release before it goes live.
- Support office IT, including the network, Wi-Fi and printers.

Freelance Digital Designer / Web Designer

Sep 2024 – Present

Clients: Flex Wellness Clinic, Flex Nursing Home, V Clinic Medical, PromptDS (Thailand) | Remote

- Retained by my former employer as a freelancer after relocating to Sweden, with monthly website, design and video assignments for healthcare clinics.
- Develop and maintain the Flex Wellness Clinic website (Next.js + headless WordPress; 26 branches, about 1,900 users a month) and the Flex Nursing Home website (Next.js/React).
- Made the clinic website easier for search engines and AI assistants to read; it now also receives visits from ChatGPT.
- Restored Flex Nursing Home after a hosting outage and confirmed that all 14 pages were back online.
- Edit campaign videos and motion graphics in Premiere Pro.

Kitchen Assistant / Service Staff

Jan 2025 – Nov 2025

Sister Thai Kitchen AB | Askim, Sweden

- Prepared food and served guests as part of a fast-paced restaurant team.

Graphic Designer / WordPress Developer

Jul 2021 – Aug 2024

Smile Room Dental Plus Co., Ltd. | Thailand

- Designed and launched 4 responsive WordPress websites with Elementor and Bricks Builder — landing pages, service pages and enquiry flows.
- From 2022, also designed websites and marketing assets for healthcare clinics, including Flex Wellness Clinic, Flex Nursing Home, V Clinic Medical and Prompt Clinical Design & Built-in.
- Created digital and print marketing assets: social media graphics, campaign ads, banners, packaging visuals, presentations, motion graphics and short-form videos.
- Managed CMS content, page updates, content scheduling and on-page SEO using Google Analytics and Google Search Console.
- Applied brand guidelines across print, packaging, digital and web assets; checked final files for consistency before delivery.

LIVE WEBSITES & PROJECTS

- ockerobussarna.se — bus travel, Sweden
- dentalplus-smileroom.com — dental clinic
- flexwellnessclinic.com | flexnursinghome.com — physiotherapy and senior care
- vclinicmedical.com | promptds.com — aesthetic clinic and clinic interiors
- **Personal project:** WebGL product viewer — scroll-driven 3D product page built with Three.js

Case studies: martinbuakaew.com

EDUCATION

Swedish language studies — SFI, currently Course D

Sep 2024 – Present

Folkuniversitetet Göteborg

High School Diploma (upper secondary)

Apr 2017 – Mar 2020

Satreesiriket School, Thailand

LANGUAGES

Thai: Native • **English:** Professional working proficiency • **Swedish:** Basic, studying SFI D

REFERENCES

Available on request.