



Natamon Vatavikantong

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Education

University

Thammasat University
Bachelor of Science in Data Science and Innovation

Pathum Thani, Thailand
Expected Graduation: August 2027

Skills, Activities, and Interests

Language Proficiency	English: TOEIC 925, Korean: TOPIK Level 6, Thai: Native level
Technical Skills	SQL, NoSQL, Python, Django, Docker, Tableau, Power BI
Interests	Actively learning about Generative AI, including its applications in data-driven innovation and content creation

Projects

Community-Based Food Recommendation & Ordering Platform (Full-Stack Django Project)	2025.05
<ul style="list-style-type: none">Built a full-stack food ordering platform using Django REST Framework, Tailwind CSS, HTMX, and DockerDesigned intuitive real-time search UI and integrated frontend–backend for seamless user experienceReduced ordering time by 35% and onboarded 200+ community members, empowering small food vendors	
SookSphere: Strategic Design of Bio-Simulated VR Mental Health Platform	2025.05
<ul style="list-style-type: none">Developed strategic roadmap for a non-profit VR mental health platform using TOWS, SWOT, and Five Forces; aligned product vision with Thailand’s national health tech prioritiesDesigned VR + AI solution tailored to biosignal responses; targeted urban populations facing chronic stress and deployed in schools and health centersAchieved $\geq 85\%$ emotion recognition accuracy, $\geq 85\%$ user satisfaction, and installed platform in 5+ pilot sites with plans to scale across ASEAN	
Recommender System for Online Fashion Brand “Atipa”	2025.04
<ul style="list-style-type: none">Built customer segmentation with K-Means and delivered personalized recommendations via price sensitivity, reviews, and preferencesBoosted sales by +18.1%, orders by +19.0%, and improved conversion rate from 3% \rightarrow 5% and CTR from 10% \rightarrow 14% ($p < 0.001$)Achieved ROI = 2.38\times, showing significant business impact beyond random variance	
Student Achievement Prediction (Regression, Linear Algebra)	2024.12
<ul style="list-style-type: none">Solved multicollinearity by removing highly correlated featuresApplied Lasso Regression to filter low-importance features and used Polynomial methods to improve model non-linearityFurther optimized model performance using Gradient Boosting Regressor and Huber Loss	

Leadership Experience

Major Representative, Thammasat University 2023.08 - 2027.05

- Shared important announcements from professors and staff with classmates
- Served as a communication bridge between students and faculty/staff

President, Student Committee, Thammasat University 2024.08 - 2025.04

- Led the planning of multiple campus-wide events including Freshman Orientation, Data Camp for 12th graders, and Graduation Ceremony
- Managed cross-department collaborations to handle logistics, outreach, and university-wide engagement

Hackathon

Thammasat Hackathon: Future Wellness 2024 2024.10

- Top 20 Finalist out of 100+ teams; proposed a mobility-assist service for the elderly to attend medical appointments more reliably
- Designed a mobile app concept with smart scheduling and caregiver alerts

Gosoft Hackathon 2023 2023.10

- Top 20 Finalist; conceptualized a goods delivery robot using modern sensor technology for campus logistics
- Proposed sensor layout, routing logic, and safety features to improve efficiency and minimize accidents

Thammasat Hackathon 2023 2023.06

- Top 38 Finalist; pitched a 24/7 library booking and queue system to support continuous learning
- Designed wireframes and logic flow for smart room reservation, usage tracking, and feedback integration