

Kanyanat (Natalie) Tongprasearth

My design process always begins with the people. Understanding their values and perspectives help me contextualize my design as a solution to their goal. A successful design, one that provides the best experience for its users, is what I strive for as a UX Designer and Researcher.

SKILLS

Design Methods

User interviews & surveys
Wireframing
Competitive analysis
Heuristic Evaluation
A/B testing
Customer Journey Mapping
Persona development

Prototyping

Sketch
Axure
Invision
Adobe Indesign
Adobe Photoshop
Balsamiq
Arduino

Programming

HTML
CSS
Javascript
Matlab
Java

CONTACT

Email ktongprasearth@gmail.com
Portfolio www.kanyanat.design
LinkedIn linkedin.com/in/k-tongpra
Phone 714-454-0008



ACADEMICS

B.S. Cognitive Science, Human-Computer Interaction
University of California San Diego, Class of 2017
GPA: 3.87



EXPERIENCES

UX/UI Design Intern

Foundation for Learning Equality/ KA Lite (Jan '17 – Present)

Conducting competitive analysis on responsive media design (videos, audio, quizzes, textbooks). Creating wireframes and prototypes to engage users and provide tools to promote a positive learning experience.

Instructional Assistance (Design Communications class)

Professor Steven Dow, UC San Diego (March '17 – Present)

Leading design critiques with student groups by offering constructive analysis on their design work and stimulating discussions. Giving students feedback to identify shortcomings and push creative exploration.

Design Editor & Chief Editor

Equilibrium: Undergraduate Research Journal (Jun '14 – Present)

Designing the research journal layouts focusing on organization, readability, and aesthetics. Leading the Design Team by holding workshops, giving constructive feedback, and creating design guidelines.

User Research Intern –Project Lead

Brain Builder Learning App, Design Lab UCSD (March '16 - Jun '16)

Conducted user testing on kids age 5-7 and led a focus group with parents to discuss technology's role in learning. Utilized affinity diagrams, identity models, and customer journey mapping to identify usability issues.



PROJECTS

Music Application Redesign Through user research, identified large-scale playlist management as a usability problem. Created wireframes and prototypes of a music app to improve organization and user freedom.

Birch Aquarium Exhibit Tackled common stereotypes of researchers as associated with lab coats and microscopes. Designed an aquarium exhibit that conveys a personable perspective of researchers and oceanographers.

VOLO Mobile Application Travelers commonly seek advice prior to their trip. Through competitive analysis, value flow model, and iterative prototyping, VOLO was created to match travelers with locals and local businesses in order to provide a more authentic traveling experience.



RECOGNITION

Warren College Research Scholarship	2016 - 2017
Undergraduate Summer Research Grant	2015, 2016
Summer Research Conference Presentation	2015, 2016