

Kanyanat (Natalie) Tongprasearth

People don't behave like machines. People have personal goals, cringe at walls of text, and forget their passwords. Human-centered design has a role in bridging people and technology in a way that helps create value and better experiences. As a UX designer and researcher, my goal is to ensure that my design embodies the product vision and helps people accomplish their goals.

SKILLS

Design Methods

User research (Interview & survey)
Affinity Diagram
Persona Development
Identity Model
User Flow Mapping
Wireframing
Heuristic Evaluation
A/B testing

Prototyping & Programming

Sketch
Axure
Invision
Marvel
Photoshop
Indesign

Programming

HTML
CSS
Javascript

CONTACT

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ACADEMICS

B.S. Cognitive Science, Human-Computer Interaction
University of California San Diego, Class of 2017
GPA: 3.9



COURSEWORK

Interaction Design Startup	Advanced Interaction Design
Cognitive Design Studio	Design of Everyday Things
Interaction Design	Basic Data Structure & OO Design
Usability & Info Architecture	Software Tools & Techniques Lab



EXPERIENCES

UX/UI Design Intern

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

- Designed a mobile content-management system to help teachers organize instructional materials into lesson plans
- Responsible for research, persona development, competitive analysis, wireframing, and UI design
- Researched mobile gestures and conventional uses

Instructional Assistance (Design Communications class)

Professor Steven Dow, UC San Diego (Mar '17 – Jun '17)

- Led design critiques with students to highlight strengths, suggest needed improvements, and encourage creative exploration
- Gave feedback on students' design projects to guide their process and solidify design rationales

User Research Intern –Project Lead

Brain Builder Learning App, Design Lab UCSD (Mar '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.
- Analyzed usability issues and proposed suggestions for user experience improvements



RECOGNITION

Warren College Research Scholarship	2016 - 2017
Undergraduate Summer Research Grant	2015, 2016
Provost's Honors	2014 - 2017