



Pattaraporn Tripiyaratana

Experience

UMass Amherst

July 2023

Subtitler

- Transcribed audio from Thai video and translated into English.
- Timestamped and synchronized subtitles with video content.
- Created glossary and conducted review.

Pactera Edge

Aug 2022 - Jan 2023

Localization Project Manager

- Collaborated with multiple translation agencies and utilized an internal translation management system (TMS) to manage localization projects, overseeing the entire process from obtaining source files to publishing the final content.
- Prepared handoff packages and served as the point of contact for any vendor queries, while tracking project statuses and keeping relevant stakeholders informed.
- Coordinated with language leads to ensure high-quality localization, escalating any issues to vendors.
- Monitored pre- and post-launch LQA, consolidating feedback and quality reports.
- Handled adhoc Thai language-related requests.

Grab

Feb 2019 - Jul 2022

Senior Content Designer,
Thai Localization

- Managed day-to-day delivery of assigned localization projects, covering various areas such as transport, delivery, marketplace, chat, payment, finance initiatives, etc. for Grab apps and web portals.
- Developed and maintained a comprehensive Content Style Guide and Glossary for Thai content, ensuring consistency across all platforms and serving as a reference for language specialists.
- Ensured all localized materials were appropriately reviewed, fully compliant, and delivered on time.
- Collaborated closely with source content designers, product designers, and project managers to ensure that language requirements were clearly understood and supported from both technical and linguistic perspectives, with a focus on products launched in Thailand.
- Worked with regional and local stakeholders to produce precise and effective content that met Thai consumer needs and established terminology for new products.

Contact

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 Thailand & Singapore

Education

Bachelor of Arts

Chiang Mai University, Humanities
Majored in English (Linguistics)

Skills

- Translation, localization, transcreation
- Language quality assurance (LQA)
- UI / UX, content design, microcopy
- Project management
- Stakeholder communication

Tools

- Translation management system (TMS) or Content Management System (CMS) e.g. Phrase, Crowdin
- Jira
- Figma

Languages

- Thai (native)
- English (professional)
- Korean (intermediate 3급
- 서강대학교 한국어교육원)
- Burmese (beginner)

- Sourced and managed external localization vendors from assigning jobs, providing context, tracking progressions to reviewing invoices
- Trained and supervised vendors to ensure alignment with Grab's approved voice and tone.
- Participated in usability testing and content experiments to gather insights and apply findings for optimal localization.
- Conducted LQA during engineering development phases to identify and address linguistic and functional issues.
- Gathered feedback and localization bugs, reported to the engineering team as well as provided solutions.

japaikorea.com

Jun 2018 - Jan 2019

Content Writer

- Authored articles on travel in South Korea.
- Explored other websites with similar content.

Stanford University

Feb 2017 - Sep 2018

Research Assistant and Translator

- Translated research-related materials and collected data such as surveys and interview transcripts from Thai to English.
- Translated legal agreements and consent documents from English to Thai.
- Developed a glossary for the project.
- Offered linguistic and cultural perspectives to the research team.
- Supervised a small group of translators.
- Assessed translations completed by colleagues before submitting to the research team for data analysis.

Chiang Mai (freelance)

Jan 2016 - Jun 2018

Thai Language Teacher

- Conducted Thai language classes for international students.
- Customized teaching materials and approaches to meet the unique needs, preferences, and backgrounds of each student.

Myanmar Center, CMU

May 2016 - Oct 2016

General Assistant

- Coordinated international projects, including academic journals and workshops.
- Supported Thai - English translation requests.
- Performed general office duties such as preparing presentation scripts for meetings and handling administrative tasks.