



# Premthip Yaowapatsiri

"A product designer with 3 years of experience in helping organizations create a seamless digital transformation. I have a wide range of skills in digital product development."

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## ABOUT ME

I'm a **Data-Driven and Business Oriented Designer** who has 2 years of experience as a Business analyst & UX designer and one year as a Software Engineer & Tester. I support companies to create a better service/product without losing focus on business goals. My strong points are **applying the research/design techniques with a business and human-centered mindset as well as collaborating with clients and internal stakeholders.**

### SKILLS

#### TOOLS

Adobe XD, Figma, Photoshop, CANoe, Miro, Framer, Illustrator, Tableau, Draw.io

#### DESIGN

Concept Sketch, Wireframes, Prototyping (low-fi to hi-fi), Business flows, Design thinking, Data Visualisation, Design Sprint

#### RESEARCH

Persona, Userflow, Hypothesis, A/B Testing, Storyboard, Survey, Scenarios, Interviewing, Service blueprint, Stakeholder mapping ,User journey, Business model canvas ,etc.

## EXPERIENCE/PROJECTS

### Master thesis / User researcher/ RISE      2021 - Present Gothenburg, Sweden

#### **"Impact of AI on Automated Vehicle service for people with cognitive disabilities"**

- Conduct a user research to understand the challenges faced by users with cognitive disabilities and their fundamental needs.
- Implement end-to-end research processes, from developing hypotheses and design the concept ideas & storyboards to conducting the surveys and interviews to validate assumptions.
- Apply Google Design Sprint approach to accelerate the design process and to reduce lead time by 50%.

### UX/UI Designer / JPL / NASA      Nov 2020 - Jan 2021 California, USA

- Worked closely with UI developers to redesign a space-exploring website for general users.
- Applied user research approach for conduct usability testing and identify usability problems.
- Used Figma to create wireframes and low-fi to hi-fi prototypes to improve user flow and design system.
- The new designs are successfully proven to simplify the navigation flow and increase the speed of information discovery on the website

### Business Analyst & UX Designer / Finnsolution      2017 - 2019 Bangkok, Thailand

#### **A first employee at Finnsolution which focuses on delivering warehouse management solutions**

- Led a team throughout the product development, from business ideation to product evaluation.
- Facilitated Design Thinking workshops with clients to map out business flow & needs, and worked with the dev team to develop the solution.
- Created UX process, involving user research to find a business opportunity, all flows, wireframes, prototyping with Adobe XD.
- Successfully delivered a digital warehouse solution & transformation roadmap to one of the biggest public hospitals in Thailand.

### System Analyst & QA / Locus company      2017 - 2018 Bangkok, Thailand

- Collaborated with developers and clients from an insurance company to redesign a software architecture.
- Created test cases, scenarios, and UAT environment for the call center system development
- Successfully troubleshoot the problems and deployed the telephony system for Krungthai Bank, one of the major in Thailand.

### System Engineer / Panasonic Automotive System      2016 - 2017 Samutprakan, Thailand

- Acted as a system engineer/analyst leading a dev team under a goal to develop a cloud-based application for Honda cars. Worked with the team to enable the data communication between Engine Control Unit (ECU), Telematics Control Unit (TCU), and application.
- Bridged a gap between developers (Japanese, Thai, Spanish) and a client as well as a production line to produce TCU components

## EDUCATION/COURSE PROJECTS

### **MSc, Interaction Design / Chalmers University 2019 - Present, Sweden**

Design interactive digital products, environments, systems and services that focus on user behaviour and human-computer interaction.

- **Interaction Design project:** *Collaborated with Universeum, the Science Center in Gothenburg, Sweden.* This project aims to allow visitors to access virtual materials within the physical science center, as well as after the visit is over. The result is a map-based application - TrilateStation, that utilizes indoor positioning technology and bluetooth beacons to allow the visitors to walk up to digital points of interest.
- **Design thinking and Innovation:** Applied the Design Thinking to develop a solution to the trash problem for Slottskogen, the park organization in Gothenburg, Sweden.
- **Creating New Business:** Learned about the stage of building a new business from ground to scale up. Created a business idea about an application that helps Chalmers students find a part-time job.

### **BEng , Computer Eng / Katsart University 2012 - 2016, Thailand**

- Designed a PC 3D horror game experience, storyboard, game flows and mechanisms.

## OTHER ACTIVITES

### **PR Manager / Chalmers Entrepreneurship Society 2020 - Present Gothenburg, Sweden**

- Created communication materials to advertise the organization on social media.
- Analysed the data from social media analytic tools and a survey to plan marketing strategies.
- Successfully in gaining new members and collaborations and increasing a conversion rate on social media.

### **Teacher Assistant / Chalmers University Jan - Mar 2021 Gothenburg, Sweden**

- Supervised master students for design project and assignments
- Assisted lecturers during the information visualization course.

## INTERESTS

Inclusive Design , Accessibility, Universal Design, AI and Machine Learning, Dark pattern, Human - Robot interaction , AR/VR, Automotive, Speculartive and Critical Design, Traveling, Gaming, Hiking, Crafting, Cooking