



Premthip Yaowapatsiri

A passionate UX designer seeking a position at an IT company where I can utilize my 3 years of experience in UX design, knowledge in front-end development and business analysis.

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LinkedIn www.linkedin.com/in/premthip

Portfolio: <http://premthip.com>

SKILLS

TOOLS / PROGRAMMING

Adobe XD, Figma, Sketch, Photoshop, CANoe, Miro, Framer, Illustrator, Tableau, Draw.io, Notion, HTML,CSS, Javascript, AWS

DESIGN

Concept Sketch, Wireframes, Low to Hi - Fi Prototypes, Business flows, Design thinking, Data Visualisation, Design Sprint,Usability testing

RESEARCH

Personas, User flows, Hypothesis, A/B Testing, Storyboards, Survey, Scenarios, Interviewing, Service blueprint, Stakeholder mapping ,User journey, Business model canvas ,etc.

EXPERIENCE/PROJECTS

UX Designer - Intern / Sciple / Startup 2021 - Present Gothenburg, Sweden

- Worked closely with programmers to deliver an MVP and functional specification.
- Created a wireframe, low to hi-fi prototype to explore more design opportunities and feature flows.
- Designed a landing page for advertising a product to an investor.
- Quality controlled on UI after the development.

Master's thesis / User Researcher / RISE 2021 - Present Gothenburg, Sweden

“Inclusive Design Guidelines for an Automated Vehicle bus service (HMI)”

- Implemented end-to-end user research activities, from developing hypotheses, AI concept ideas & storyboards, prototyping to conducting surveys and interviewing to validate assumptions.
- Analyzed qualitative and quantitative data to discover user characteristics and problem patterns.
- Applied an inclusive, holistic design, accessibility guideline and Google Design Sprint approach to accelerate the iterative design process.
- Conducted user testing, successfully suggested Inclusive Design Guidelines for the autonomous vehicle.

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

- Worked closely with UI team to redesign a space-exploring website for general users.
- Applied user research for planning and conducting usability testing .
- Used Figma to create wireframes and low-fi to hi-fi prototypes to improve user flows and a 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/ Startup Companay 2017 - 2019 , Thailand

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

- Led and managed cross-functional teams throughout the agile product development process.
- Gathered the data, planned and facilitated Design Thinking workshops with clients to map out business flows & needs, and worked with the dev team to develop the cloud-based solution.
- Performed qualitative research, interviews, usability tests and created user flows, wireframes and prototypes with Adobe XD.
- Successfully delivered a digital warehouse solution to one of the biggest public hospitals in Thailand.

System Engineer / Panasonic Automotive System 2016 - 2017 , 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 global developers (Japanese, Thai, Spanish) and a client as well as a production line to produce TCU components.

EDUCATION

Master's degree , Interaction Design / Chalmers University 2019 - 2021, Sweden

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

B.Eng , Computer Eng / Katsstart University 2012 - 2016, Thailand

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

ACHIEVEMENTS

The third place of the Hack the Pandemic hackathon 2021, Sweden

- Brainstormed ideas under Telemedicine and e-health during the pandemic challenges.
- Researched the relevant papers to understand target user context and polish the idea.
- Worked closely with a psychologist and ML developer to create a concept idea and storyboard.
- Successfully, won a third-place with an idea of how we support the mental health of pregnant women.

The winner of the case event of Hitachi ABB Power Grids 2021, Sweden

- The case was on the topic “Factory of the future” and which innovations and technical solutions can not be missed in the five coming years.
- Successfully, won with the idea of using AR technology to support the process in all of Hitachi ABB Power Grids factories.

OTHER ACTIVITES

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

- Created communication materials to advertise the organization on social media.
- Analyzed 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 projects and assignments.
- Assisted lecturers during the information visualization course.

INTERESTS

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