Tee Chuanromanee

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WORK EXPERIENCE

Southwest Airlines   **March 2023 – April 2025**
Human Factors Engineer   *Dallas, TX*
- Conducted focus groups with line pilots, check pilots, instructors, and chief pilots to understand their concerns around the operation, informing the curriculum for a company-wide training day for >10,000 pilots
- Conducted participatory design focus groups with ramp agents to determine new design for in-situ placards that help increase operational compliance during baggage loading, installed on over 800 aircraft
- Presented impactful recommendations to Directors and Vice President to install power cords on the flight deck
- Mentored and guided professional development of junior analysts on the team

Meta   **May 2022 – August 2022**
UX Research Intern, Ad Experiences   *Seattle, WA*
- Conducted interviews and card sorting studies on ad conversion experience with 18 shoppers in a rapidly-changing environment, making a case for the company to invest more in on-site conversion experiences
- Convinced stakeholders using findings to name Instagram's Link History feature
- Led two design workshops with eight project managers, content designers, product designers, software engineers, and product marketing managers to determine next steps for onsite conversion

Facebook   **June 2021 - August 2021**
UX Research Intern, App Monetization   *Remote*
- Interviewed 12 content creators to investigate content monetization pain points, which convinced stakeholders to increase the reach and audience of the Live Breaks product, expanding target verticals five-fold
- In a 10-week hackathon, conducted research that informed the design of Instagram sensitive content warnings
- Created and improved UXR internal documentation and visuals for end-to-end research procedures

Transverse   **April 2019 - October 2022**
UX Researcher, Mobile App Developer (Volunteer)   *Remote*
- Led a team of volunteers, coordinated organization operations and meetings, and met with potential stakeholders
- Interviewed potential app users to understand the market and their requirements for a health management application
- Conducted testing of app prototype in multiple stages, using paper prototypes, Figma prototypes, and a working prototype on a mobile phone
- Developed Android application using Java

University of Notre Dame   **August 2018 - May 2023**
Researcher   *Notre Dame, IN*
- Conducted two interview studies with 34 total participants and four focus groups with 21 total participants in the transgender community to investigate pain points find mitigations in using technology for gender transition
- Facilitated a series of three participatory design workshops with 9 participants to inform the design of a web app for reviewing college applications
- Oversaw a team of 4 software engineers and researchers and led the team through multiple phases of design, development, and testing of a software tool, resulting in publication at a top-tier conference
- Conducted usability testing on mobile breathing apps with 19 users to determine most effective visualization
- Created web app using Node.js, Bootstrap, and Netlify for visualizing narratives

- Designed and developed responsive web tool for admissions counselors to evaluate college applications using React, Node.js, Bootstrap, and Heroku

Kettering University   **June 2016 - June 2018**
Research Assistant, Computer Vision   *Flint, MI*
- Wrote and implemented image analysis techniques including Elliptical Fourier Descriptors and landmark analysis in Matlab
- Wrote and utilized data analysis scripts including principal component analysis

Bosch   **January 2016 - March 2017**
Software Engineering Co-Op   *Plymouth, MI*
- Implemented new CERT analysis system for integrated power brake software
- Wrote scripts and macros in Python, Perl, and VBA to assist the software development and integration process
- Tested embedded software modules in ASCET Database using code coverage analysis

Freelance   **July 2011 - September 2017**
Web Developer   *Ann Arbor, MI*
- Created and maintained an online blog presence
- Designed and developed websites for other bloggers
- Developed custom websites for clients in the food and community support businesses

EDUCATION

University of Notre Dame   **Notre Dame, IN**
PhD: Computer Science (Human-Computer Interaction)
- CSE Department Outstanding Research Assistant
- GPA: 3.91/4.00

Kettering University   **Flint, MI**
BS: Computer Science with Economics Minor
GPA: 3.95, Summa Cum Laude
- Upsilon Pi Epsilon Computer Science Honor Society
- Thesis: Diagnostic Assistance Software for Mental Healthcare Providers, Pass With Distinction

SKILLS

User Research Methods: Interviews and Observations, Ethnography, Usability Studies, Personas, Card Sorting, Participatory Design, Focus Groups, Crowdsourced Studies, In-Situ Testing, Survey Design
Qualitative Data Analysis: Open and Axial Coding, Thematic Analysis, Affinity Diagramming, Grounded Theory, Atlas.TI, Mural, Miro
Quantitative Data Analysis & Modeling: Hypothesis Testing, Correlation, Predictive Modeling, Regression, Classification, Exploratory Data Analysis, Factor Analysis, Principal Component Analysis
Interface and Visualization Design: Figma, Maze, D3.js, Tableau, Zeplin
Programming Languages & Packages: Python, C, JavaScript, Keras, Scipy, Pandas, Numpy, Node.js

HONORS AND AWARDS

CSE Department Outstanding Research Assistant (2023)
Leadership Advancing Socially Engaged Research (2020-2021)
GEM Associate Fellowship (2019-2020)
James and Eileen Simon Graduate Fellowship (2018-2019)
Outstanding Thesis Award (2018)
President's Medal (2018)