Pitch Sinlapanuntakul

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Research Interests

human-centered AI, design

Education

09/2022 – 06/2027	**University of Washigton**, Seattle, WA Ph.D., Human Centered Design and Engineering M.S., Human Centered Design and Engineering (awarded 03/2024 concurrent with Ph.D.) Advisor: Mark Zachry
08/2018 – 05/2022	**Embry-Riddle Aeronautical University**, Daytona Beach, FL B.S., Human Factors Psychology (Honors), *Summa Cum Laude* Advisor: Barbara S. Chaparro

Experience

09/2022 – present	**Graduate Research Assistant**, CommPrac Lab – University of Washington Researching design for human-centered AI [C12, N1]. Previously researched social practices and perception of avatars and AR facial filters, resulting in 3 manuscripts [C8, C10, C11].
06/2024 – 08/2024	**AI UX Research Intern**, Botnoi Group First UXR intern hire; overhauled the design thinking process to ground AI product development in a more human-centered and value-sensitive design approach. Led a team of UX interns in executing 3 mixed-method user studies, translating insights into actionable design recommendations, and prototyping future design improvements for AI-driven voice technology products. Increased user base by 150%+ and generated $35k+ in additional revenue within 2 months of launch.
01/2023 – 09/2023	**Graduate Research Assistant**, Inclusive Design Lab – University of Washington Researched the impact of TikTok captioning practices on DHH users' viewing experience and proposed captioning user-generated video content standards, resulting in a research publication [C7].
06/2023 – 08/2023	**User Research Lead**, GIX – University of Washington / Client: Vaisala Managed a graduate student team to understand human experience with urban heat-related events through longitudinal physiological tracking, diary survey, and semi-structured interview (N = 12).
01/2021 – 05/2022	**UX Researcher (Contract)**, RUX Consulting / Clients: Top Fortune 100 Tech companies Validated toolkit's comprehensiveness for assessing hardware consumer product impressions with task-based experiments (N = 250). Conducted mixed-methods studies to evaluate consumer perceptions (N = 120) of thermal comfort of smart device materials. Led AR/MR expert heuristic evaluation and usability testing (N = 30) to assess a headset-based AR app design for medical education. Delivered refined intervention and recommended design solutions to teams of stakeholders (e.g., designers, engineers, PMs, and UXRs), guiding their future product development decisions.
01/2019 – 05/2022	**Research Assistant**, RUX Lab – Embry-Riddle Aeronautical University Researched 1) user experience of AR/MR interaction methods (i.e., audio and hand gestures) and 2) gameplay experience, resulting in 4 peer-reviewed publications [C2, C3, C5, C6] that suggest insight-driven design recommendations for future AR/MR and gameplay design.
08/2021 – 05/2022	**Design Manager**, Student Union Media – Embry-Riddle Aeronautical University Led a team of 5 visual communication designers to produce print/media designs, leveraging stakeholder insights to align design projects with strategic goals. Developed and implemented efficiency-optimized workflows to execute complex design initiatives within tight deadlines.

| 05/2020 – | **UX Design Intern**, mu Space Corp |
| 08/2020 | First UXD intern hire; led the interaction and interface design for autonomous delivery robots while collaborating with cross-functional teams to ensure seamless integration of design and development efforts. Prototyped an interactive AR mobile filter experience for product launch promotion using Meta Spark Studio, focusing on micro-interaction design and user engagement strategies. |

Publications

asterisks (*) denote equal contributions.

Peer-Reviewed Conference Proceedings and Journal Articles

Ongoing **Pitch Sinlapanuntakul**, Aayushi Dangol, Srushti Sardeshmukh, Xiaoyi Xue, Mark Zachry. (in preparation). Purposeful design: Envisioning AI-infiltrated values of design practice.

[C12] **Pitch Sinlapanuntakul**, Mark Zachry. (in submission, CHI 2025). Impacts of AI on human designers: A systematic literature review.

[C11] **Pitch Sinlapanuntakul**, Mark Zachry. (in submission, CHI 2025). Perception in pixels: Understanding avatar representation in video-mediated collaborative interactions.

[C10] **Pitch Sinlapanuntakul**, Sophie Park*, Connie Yang*, Mark Zachry. (2024). "It was frustrating to have to constantly redesign": An exploration of authenticity in advanced UX education. In 2024 IEEE International Professional Communication Conference (ProComm 2024), 257-265.

[C9] Swati Pandita, Rabindra (Robby) Ratan, Taenyun Kim, Dayeoun Jang, Chaeyun Lim, Kun Xu, Andrea S. Won, Vasileios Stavropoulos, **Pitch Sinlapanuntakul**, Anna Samira Praetorius, Jorge Peña, Inyoung Park, Kristine Nowak, Nicholas Matthews, Victoria McArthur, Jih-Hsuan (Tammy) Lin, Kwan M. Lee, Brian Klebig, Steffie S. Kim, Dominic Kao, Adam S. Kahn, David C. Jeong, Beatrice Hasler, Fox Harrell, Eugy Han, Andrew Gambino, Edward Downs, Jim Cummings, Christine L. Cook, Vivian Hsueh Hua Chen, Domna Banakou, Laura Aymerich-Franch. (2024). The development and validation of the motivations for avatar-mediated meetings (MAMM) scale. Presented at the 74th Annual Conference of the International Communication Association (ICA 2024).

[C8] **Pitch Sinlapanuntakul**, Mark Zachry. (2024). Augmenting self-presentation: Augmented reality (AR) filters use among young adults. In International Conference on Human-Computer Interaction (HCII 2024), 14706, 93-105.

[C7] Emma McDonnell, Tessa Eagle, **Pitch Sinlapanuntakul**, Soo Hyun (Andy) Moon, Kathryn E. Ringland, Jon E. Froehlich, Leah Findlater. (2024). "Caption it in an accessible way that is also enjoyable": Characterizing user-driven captioning practices on TikTok. In Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI 2024), Article 492.

[C6] Carmen Van Ommen, **Pitch Sinlapanuntakul**, Joseph R. Keebler, Barbara S. Chaparro. (2023). Validation of the GUESS-18 for video game players with disabilities. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (HFES 2023), 67(1), 393-398.

[C5] **Pitch Sinlapanuntakul**, Jenna Korentsides, Barbara S. Chaparro. (2023). Exploring the UX of a multi-window augmented reality environment. Frontiers in Virtual Reality, 4, Article 1194019.

[C4] **Pitch Sinlapanuntakul**, Crystal M. Fausett, Joseph R. Keebler. (2022). Exploring team competencies in cybersecurity. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (HFES 2022), 66(1), 1110-1114.

[C3] **Pitch Sinlapanuntakul**, Katlyn S. Skilton, Jose N. Mathew, Barbara S. Chaparro. (2022). The effects of background noise on UX and performance of mixed reality voice dictation. In Proceedings of the Human Factors and Ergonomics Society Annual Meeting (HFES 2022), 66(1), 1028-1032.

[C2] **Weerachet "Pitch" Sinlapanuntakul**, Jessyca L. Derby, J. L., Barbara S. Chaparro. (2022). Understanding the effects of mixed reality on video game satisfaction, enjoyment, and performance. Simulation & Gaming, 53(3), 237-252.

[C1] **Weerachet Sinlapanuntakul**, Kelly Harris, Brittany S. Wesley. (2021). Primacy and recency effects on position error in short-term memory recall. Beyond: Undergraduate Research Journal, 5, Article 2.

News Press

[N1]　**Pitch Sinlapanuntakul**, Mark Zachry. (2024, April 26). Envisioning the future of AI-powered design work. Design Jam [single-day, on-site event], University of Washington, Seattle, WA.

Awards & Honors

2024　HCDE Doctoral Research Grant (Ramey Research Fund)
$700 grant for "Purposeful design: Envisioning AI-infiltrated values of design practice"

2022　UW Graduate School Scholarship
$1,500 scholarship from the HCDE department

2022　ERAU Summa Cum Laude
Awarded to students graduated with a CGPA of 3.9 or above

2022　ERAU Outstanding Undergraduate Researcher of the Year
Nominated and selected by the Department of Human Factors and Behavioral Neurobiology

2022　ERAU Research Scholars Award
Recognition for integrating high-impact research into undergraduate experience

2022　Best Poster Presentation Award, Discovery Day Symposium
Selected 1st among 95+ poster presentations

2021 – 2022　ERAU Internal Research Grant
$3,500 as a PI for "Evaluating the UX of interaction methods in augmented reality"

2021　People's Choice Award, Discovery Day Symposium
Voted 1st among 75+ poster presentations

2018 – 2022　ERAU Dean's List
Recognition for achieving at least a 3.5 GPA in each semester

2018 – 2022　ERAU International Student Scholarship
$10,000 award per academic year for 4 years

Teaching Experience

Graduate Teaching Assistant

2024 FA　**HCDE 501: Theoretical Foundations of HCDE**, University of Washington
Instructor: Mark Zachry, Ph.D.
Class size: 40 (Graduate)

2024 SU　**HCID 541: Capstone Studio**, University of Washington
Instructors: Ana Pinto da Silva, MDes & Axel Roesler, Ph.D.
Class size: 40 (Graduate)

2024 SP　**HCDE 593: MS Capstone**, University of Washington
Instructor: Mania Orand, Ph.D.
Class size: 41 (Graduate)

2024 WI　**HCDE 501: Theoretical Foundations of HCDE**, University of Washington
Instructor: Mark Zachry, Ph.D.
Class size: 37 (Graduate)

2023 FA　**HCDE 501: Theoretical Foundations of HCDE**, University of Washington
Instructor: Mark Zachry, Ph.D.
Class size: 40 (Graduate)

2023 SP　**HCDE 313: Introduction to User Research**, University of Washington
Instructor: Gary Hsieh, Ph.D.
Class size: 37 (Undergraduate)

2023 FA **HCDE 496/596: Designing UX Research with GenAI**, University of Washington
Co-Director: Mark Zachry, Ph.D.
Class size: 20 (Undergraduate and Graduate)

2023 SP **HCDE 496/596: AR Avatars in Online Group Interactions**, University of Washington
Co-Director: Mark Zachry, Ph.D.
Class size: 6 (Undergraduate and Graduate)

2023 WI **HCDE 496/596: AR Avatars in Online Group Interactions**, University of Washington
Co-Director: Mark Zachry, Ph.D.
Class size: 6 (Undergraduate and Graduate)

Service & Outreach

Volunteer

2023 – 2024 Event Strategy Consultant, ATSA
2020 – 2023 Student Mentor, HFES (ERAU Student Chapter)
2021 – 2022 Discover Research Mentor, ERAU Office of Undergraduate Research
2020 – 2021 Committee Member, HFES (ERAU Student Chapter)

Reviewer

2024 ACM CSCW
2022 HFES
2022 Simulation & Gaming Journal

Ph.D. Student Admission Reviewer

2023 UW HCDE Ph.D. admission student reviewer

Skills

Methods: Experimental Design / Surveys / Interviews / Usability Testing / Co-Design / Think-Aloud Protocol / Focus Groups / Observation / Diary Studies / Speculative Design / Heuristic Evaluation / Stakeholder Analysis / Value-Oriented Prototyping / Value Sensitive Design / UX Design

Data Analysis: Univariate & Multivariate Analysis / Content Analysis / Thematic Analysis

Software & Programming: SPSS / R / Python (Pandas & Numpy) / Qualtrics / Prolifics / AMOS / Optimal Workshop / UserTesting / Figma / Adobe CC / Miro / Meta Spark Studio