

Pitch Sinlapanuntakul

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Email: wspitch@uw.edu **Website:** wspitch.github.io **LinkedIn:** linkedin.com/in/wspitch

Research interests: HCI, emerging technologies, cognitive augmentation, usability/user experience

Education

University of Washington

Ph.D., Human Centered Design and Engineering
Advisor: Mark Zachry, Ph.D.

Seattle, WA

Sep 2022 – Present

Embry-Riddle Aeronautical University

B.S., Human Factors Psychology (Honors)
Advisor: Barbara S. Chaparro, Ph.D.
Summa Cum Laude, GPA: 3.94

Daytona Beach, FL

Aug 2018 – May 2022

Research experience

Graduate Research Assistant

CommPrac Lab, University of Washington
(Advisor: Mark Zachry, Ph.D.)

Researching the use of augmented reality (AR) integration to support digitally-mediated interactions of individuals in digital environments.

Sep 2022 – Present

Graduate Research Assistant

Inclusive Design Lab, University of Washington
(Advisor: Leah Findlater, Ph.D.)

Researching TikTok captioning practices and impact on DHH users.

Jan 2023 – Present

Graduate Research/Teaching Assistant

Global Innovation Exchange (GIX), University of Washington
(Project Advisors: Linda Wagner, M.S. and John Raiti, Ph.D.)

Conducting a longitudinal study on human perception of heat events.

Jun 2023 – Present

Research Assistant

RUX Lab, Embry-Riddle Aeronautical University
(Advisor: Barbara S. Chaparro, Ph.D.)

Researched user experiences with AR/MR interaction methods.

Jan 2019 – May 2022

Research Assistant

STAR Lab & GEARS Lab, Embry-Riddle Aeronautical University
(Advisor: Joseph R. Keebler, Ph.D.)

Explored team competencies and teamwork gaps in cybersecurity.

Aug 2021 – Feb 2022

Industry experience

UX Researcher (Contract)

Research in User eXperience Consulting

Sponsored by a Top Fortune 100 Tech company. Validated a toolkit to assess consumer product design impressions. Evaluated perceived thermal comfort of smart device materials in ambient conditions.

Jan 2021 – May 2022

Design Manager

ERAU Student Union Media

Managed a junior design team to produce print/media designs.

Aug 2021 – May 2022

UX Design Intern

May 2020 – Aug 2020

mu Space Corp

Led the interaction and interface design of autonomous delivery robots and an interactive, game-based AR mobile filter experience.

Publications

****Note:** My publications before mid-2022 are under my full name, Weerachet Sinlapanuntakul. Moving forward, I have chosen to publish under the name people know me by—Pitch. You may see my references as either Weerachet Sinlapanuntakul, Weerachet "Pitch" Sinlapanuntakul, or Pitch Sinlapanuntakul.

Journal Articles & Conference Proceedings

Van Ommen, C., **Sinlapanuntakul, P.**, Keebler, J. R., & Chaparro, B. S. (to be appeared at the 67th Human Factors and Ergonomics Society Annual Meeting). Validation of the GUESS-18 for video game players with disabilities.

Sinlapanuntakul, P., Korentsides, J., & Chaparro, B. S. (2023). Exploring the user experience (UX) of a multi-window augmented reality environment. *Frontiers in Virtual Reality*, 4, 1194019. <https://doi.org/10.3389/frvir.2023.1194019>

Sinlapanuntakul, P., Fausett, C. M., & Keebler, J. R. (2022). Exploring team competencies in cybersecurity. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 66(1), 1110-1114. <https://doi.org/10.1177/1071181322661496>

Sinlapanuntakul, P., Skilton, K. S., Mathew, J. N., & Chaparro, B. S. (2022). The effects of background noise on user experience and performance of mixed reality voice dictation. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 66(1), 1028-1032. <https://doi.org/10.1177/1071181322661376>

Sinlapanuntakul, W. "Pitch", Derby, J. L., & Chaparro, B. S. (2022). Understanding the effects of mixed reality on video game satisfaction, enjoyment, and performance. *Simulation & Gaming*, 53(3), 237-252. <https://doi.org/10.1177/10468781221094473>

Sinlapanuntakul, W., Harris, K., & Wesley, B. S. (2021). Primacy and recency effects on position error in short-term memory recall. *Beyond: Undergraduate Research Journal*, 5, Article 2. <https://commons.erau.edu/beyond/vol5/iss1/2>

Poster Presentations

Sinlapanuntakul, W., Korentsides, J., Collard, A. M., Skilton, K. S., & Chaparro, B. S. (2022, April 14). *Touching holograms: A preliminary evaluation of mixed reality gestures* [Poster Presentation]. Discovery Day Symposium, Daytona Beach, FL. [Poster Link](#)

***Best Poster Presentation Award** (1st among 95+ poster presentations).

Sinlapanuntakul, W. (2022, April 12). *Communication strategies to build campus sustainability awareness* [Poster Presentation]. Sustainability Conference, Daytona Beach, FL.

Sinlapanuntakul, W., Skilton, K., Mathew, J. N., Collard, A., & Chaparro, B. S. (2021, November 16). *Assessing mixed reality voice dictation with background noise* [Poster Presentation]. Student Research Symposium, Daytona Beach, FL. [Poster Link](#)

Sinlapanuntakul, W., Shelstad, W. J., Derby, J. L., & Chaparro, B. S. (2021, April 13-16). *Gameplay in mixed reality: How it differs from mobile gameplay* [Poster Presentation]. Discovery Day Symposium (Virtual). [Poster Link](#)
***People’s Choice Award** (1st among 75+ poster presentations).

Awards and honors	UW Graduate School Scholarship, UW	2022
	\$1,500 scholarship, selected by the department.	
	Outstanding Undergraduate Research of the Year, ERAU	2022
	Appointed by the Department of Human Factors and Behavioral Neurobiology.	
	Research Scholars Award, ERAU	2022
	Recognition for integrating high-impact research into undergraduate experience.	
	Best Poster Presentation Award, Discovery Day Symposium	2022
	Selected 1st among 95+ poster presentations.	
	Internal Research Grant, ERAU	2021 – 2022
	\$3,500 grant to conduct a series of studies as a principal investigator (PI). Project: “Evaluating the User Experience of Interaction Methods in Mixed Reality”.	
Teaching experience	People’s Choice Award, Discovery Day Symposium	2021
	Voted 1st among 75+ poster presentations	
	Dean’s List, ERAU	2018 – 2022
	Recognition for achieving at least a 3.5 GPA in each semester.	
	International Student Scholarship, ERAU	2018 – 2022
	\$10,000 award per academic year for 4 years.	
	Graduate Teaching Assistant, University of Washington	Spring 2023
	HCDE 313: Introduction to User Research Instructor: Gary Hsieh, Ph.D. Class size: 37 (Undergraduate)	
	Co-Director, University of Washington	Winter 2023 – Spring 2023
	HCDE 496/596: AR Avatars in Online Group Interactions Co-Director: Mark Zachry, Ph.D. Class size: 6 (Undergraduate + Graduate)	
Service and outreach	Guest Lecturer, Embry-Riddle Aeronautical University	Feb 2022
	HFS 635: Human-Computer Interaction Instructor: Barbara S. Chaparro, Ph.D. Lecture title: “Advanced UX Design and Prototyping Using Figma”	
	Teaching Assistant, Embry-Riddle Aeronautical University	Fall 2019, Fall 2020
	UNIV 101: College Success Instructor: Tommey Liang, M.A. Avg class size: 25 (Undergraduate)	
	Human Factors Student Mentor	Aug 2020 – May 2023
	HFES Mentorship Program (Student Chapter)	
	Reviewer	Mar 2022 – Aug 2022
	Simulation & Gaming (2022), HFES (2022)	
	Discover Research Mentor and Ambassador	May 2021 – May 2022
	ERAU – Office of Undergraduate Research	

Committee Member
HFES Mentorship Program (Student Chapter)

Aug 2020 – May 2021

Skills

Methods

Usability Testing / Remote User Testing / Experimental Design / Surveys / Interviews / Focus Groups / Heuristic Evaluation / Think-Aloud Protocol / Affinity Diagramming / Journey Maps / Diary Studies / Participatory Design / Personas / Cognitive Walkthrough / Prototyping / Contextual Inquiry / Literature Reviews / Out-of-the-Box Experience Evaluation

Data Analysis

Univariate & Multivariate Analysis (MANOVA & Factor Analysis) / Descriptive & Inferential Statistics / Inductive & Deductive Coding / Content Analysis / Thematic Analysis

Software / Programming

SPSS / AMOS / Qualtrics / Prolifics / UserTesting / Optimal Workshop / Meta Spark Studio / Figma / Adobe CC / Miro / Canva / MS Office / G Suite / R / Python (Pandas & Numpy) / ~~La~~TeX