Pitch Sinlapanuntakul

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Education

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

Research/Work Experience

09/2022 – present	**PhD Researcher**, University of Washington Driving research projects around human-centered AI and design innovation, specifically focusing on (1) designers' envisioning practices of AI concepts with AI, (2) creating a value-focused toolkit to support AI concept reflection, and (3) developing design principles to prevent harmful applications in AI concept development. Leveraging a combination of qualitative, quantitative, and design research methods to uncover insights that inform human-centered design responses.
08/2025 – 10/2025	**Design Research Consultant**, Teak Research Led the design of an AI-enabled design research platform bridging research and design workflows. Designed AI concepts that supported imaginative, value-aligned ideation and translated early findings into a UX requirements document and proof-of-concept prototype detailing transparency, explainability, and multi-level reporting.
06/2025 – 08/2025	**Design Research Intern**, Teak Research Explored strategic opportunities of AI to streamline the liminal space between research and design in product innovation. Collaborated with designer and AI expert to develop human-centered NLP prompt guidelines for effective interactions with AI. Co-designed concepts and workflows with key stakeholders for an AI-enabled design research platform.
06/2024 – 08/2024	**AI UX Research Intern**, Botnoi Group Led and mentored a team of UX interns in conducting evaluative research, generating actionable insights, and delivering design solutions (i.e., recommendations, prototypes) to guide design iterations for AI-powered content creation products. Developed and presented an AI-UX research handbook in knowledge-sharing sessions to establish human-centered and value-sensitive design practices for AI product development.
06/2023 – 08/2023	**User Research Consultant**, Global Innovation Exchange / Client: Vaisala Led generative research on human experiences with heat-related events to guide the development of evidence-based strategies for urban heat resilience. Collaborated with stakeholders to prototype solutions grounded in community insights, managing a research team throughout the end-to-end research process.
01/2021 – 05/2022	**UX Researcher (Contract)**, RUX Consulting / Client: Top Fortune 100 Tech company Conducted research projects and delivered insight-driven recommendations to stakeholders at a Fortune 10 tech company, informing product development decisions and industrial design practices across organization. Projects included (1) validating a toolkit for assessing consumer impressions of hardware product design and (2) evaluating perceived thermal comfort of smart device materials in various ambient conditions.
01/2019 – 05/2022	**Researcher**, Embry-Riddle Aeronautical University Led experimental user research on AR interaction methods, system UI, and gameplay experience. Conducted task-based experiments, think-aloud protocols, and surveys, using SPSS, Excel, and thematic analysis to identify key pain points. Translated findings from 100+ data collection sessions into design implications and recommendations, resulting in 4 published papers.

08/2021 – 05/2022   **Design Manager**, Student Union Media – Embry-Riddle Aeronautical University
Managed and collaborated with a team of visual communication designers to produce print and media designs. Drove the execution of design initiatives by facilitating client-designer communication and maintaining alignment with project objectives.

05/2020 – 08/2020   **UX Design Intern**, mu Space Corp
Led interaction and interface design for autonomous delivery robots as the first UX Design intern hire, collaborating with cross-functional teams to ensure seamless integration of design and development efforts. Increased product launch campaign awareness by prototyping an interactive AR mobile filter experience using Meta Spark Studio, leveraging micro-interaction design and content strategies to drive user engagement and interaction.

Skills

Methods: In-Depth Interviews / Surveys / Concept Testing / Usability Testing / Experimental Design / Co-Design / Think-Aloud Protocol / Focus Groups / Diary Studies / Speculative Design / Heuristic Evaluation / Stakeholder Analysis / Value-Oriented Prototyping / JTBD

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

Software: Figma & FigJam / Google AI Studio / SPSS / R / Python (Pandas & Numpy) / Qualtrics / Prolifics / Optimal Workshop / UserTesting / Miro / Google Suite

Peer-Reviewed Publications

asterisks (*) denote equal contributions.

[C.14]   **Pitch Sinlapanuntakul**, Aayushi Dangol, Xiaoyi Xue, Mark Zachry. (in submission). How designers envision value-oriented AI design concepts with generative AI.

[C.13]   Soobin Cho, Anna Lindner*, Joseph S. Schafer*, **Pitch Sinlapanuntakul***, Julie Vera*, Mark Zachry. (2025). Collaborative autoethnography as a method to explore short-lived social AI chatbots. In *Proceedings of the 13th International Conference on Human-Agent Interaction (HAI 2025)*.

[C.12]   **Pitch Sinlapanuntakul**, Mark Zachry. (2025). Exploring the future of AI-powered design with working professionals: A novel design jam approach. In *2025 IEEE International Professional Communication Conference (ProComm 2025)*, 185-189.

[C.11]   **Pitch Sinlapanuntakul**, Mark Zachry. (2025). Impacts of AI on human designers: A systematic literature review. *IEEE Transactions on Professional Communication*, *68*(3), 268-283.

[C.10]   **Pitch Sinlapanuntakul**, Mark Zachry. (2025). Perception in pixels: Effects of avatar representation in video-mediated collaborative interactions. In *Proceedings of the 4th Annual Meeting of the Symposium on Human-Computer Interaction for Work (CHIWORK 2025)*, Article 4, 1-16.

[C.9]   **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.

[C.8]   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, ... 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)*.

[C.7]   **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)*, Article 14706, 93-105.

[C.6]   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, 1-16.

[C.5]   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.

[C.4]   **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.

[C.3]   **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.

[C.2]   **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.

[C.1]   **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.

Teaching Experience

Instructor of Record, University of Washington

• HCID 590: Design, Use, Build Seminar *(2025 – 2026)*

Graduate Teaching Assistant, University of Washington

• HCID 541: Capstone Studio *(2025 Summer, 2024 Summer)*
• HCID 510: Design of Interactive Systems *(2025 Spring)*
• HCDE 592: MS Capstone Planning *(2025 Winter)*
• HCDE 501: Theoretical Foundations of HCDE *(2024 Fall, 2024 Winter, 2023 Fall)*
• HCDE 593: MS Capstone *(2024 Spring)*
• HCDE 313: User Research *(2023 Spring)*

Co-Director – Directed Research Group (DRG), University of Washington

• Developing a Toolkit to Support AI Concept Design *(2025 Spring)*
• Designing UX Research with GenAI *(2023 Fall)*
• Avatars in Online Group Interactions *(2023 Winter, 2023 Spring)*

Mentoring Experience

2025 –   Alex Chung (MS, HCDE)
2025 –   Soyun Moon (MS, HCDE)
2025 –   Yuri Kawada (MS, HCDE)
2025 –   Rupal Patel (MS, HCDE)
2024 –   Xiaoyi Xue (MS, HCDE)

Invited Talks

05/2025   **Envisioning AI Concepts Beyond Ethics and Toward Human Values**
University of Washington, MHCI+D

08/2024   **Value Sensitive Design for/in AI Product Development**
Botnoi Group, Design Division

08/2024   **Knowledge Sharing: UX Research Methods for AI Products**
Botnoi Group, Design Division

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

Service & Outreach

Mentor

2024 –	UW HCDE PhD
2020 –	HFES (ERAU Student Chapter)
2021 – 2022	ERAU Office of Undergraduate Research, Discovery Research

Volunteer

2025	UW HCDE BS scholarship student reviewer
2023 – 2024	Program Strategy Consultant, ATSA
2023	UW HCDE Ph.D. admission student reviewer
2020 – 2021	Committee Member, HFES (ERAU Student Chapter)

Reviewer

2025	ACM CHI
2024	ACM CSCW
2022	HFES
2022	Simulation & Gaming Journal