

# Prapitchaya Puapatarakul

## Product Designer

### CONTACT

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### MY OBJECTIVE

I'm an enthusiastic and curious designer driven by empathy and a passion for creating meaningful user experiences. With a keen eye for detail and a user-centered mindset, I thrive in cross-disciplinary environments where I collaborate to solve complex challenges and deliver impactful, human-centered solutions.

### EDUCATION

#### University of North Texas - USA

January 2024 - Present

*Interaction Design Master's*

#### King Mongkut's University of Technology Thonburi -Thailand

Graduated June 2021

*Bachelor of Fine and Applied Arts in Industrial Design*

*(First-Class Honors GPA 3.65)*

### SKILL

#### Design

User research, Design Systems, Wireframing , Prototyping Usability Testing, Information Architecture, Interaction Design Human-centered Design

### EXPERIENCES

#### Target Advancing Design Diversity (ADD) Mentorship Program - Remote sessions

*Mentee Designer* Nov 2024 - May 2025

- Exchanged cross-disciplinary insights, refined design identity, and expanded professional network through real-world challenges.

#### University of North Texas - Denton, Texas

*UX/ UI Designer (Academic project)* Aug 2024 - Dec 2024

- Designed a buddy program app to support international students' adaptation by addressing cultural and language barriers; led end-to-end UX process from user research to prototyping and testing.
- Conducted user research (empathy mapping, competitor analysis, usability testing) for Kind-Link, a platform simulating parenthood to help couples reflect on life with a child through experiential learning.

*Art Foundations Lab Instructor* January 2024 - May 2024

- Guided 35+ students in visual problem-solving and critical thinking through hands-on projects and critiques, strengthening their ability to present design narratives effectively.

*UX Designer (Signify Health)* May 2024

- Collaborated with Signify Health to conduct user research (interviews, journey mapping, pain points), translating insights into UX improvements that enhanced trust in in-home health evaluations.

#### KASIKORN Business-Technology Group - Thailand

*UX researcher/ UI designer* August 2021 - June 2022

- Led user research with 15+ participants for a mobile banking app (14M+ users), uncovering behavioral insights and acquisition barriers to inform strategies for sustainable user growth.
- Designed XR interfaces for smart retail experiences, collaborating with tech teams to validate problem statements and co-create virtual home decor and AI-assisted shopping solutions.

## Software, Tools

Figma and Figjam, Zotero, Google suite Qualtrics, Mural, Adobe Creative Cloud (Illustrator, Photoshop), Miro, Microsoft office, Mac

## CERTIFICATE

### CITI Program

November 2024

Social & Behavioral Research  
With expertise in ethical and regulatory standards for human subjects research.

### DSI CLEAR/TOULOUSE GRADUATE SCHOOL'S

May 2024

Graduate Student Teaching Program  
Online

## The Siam Cement Public Company Limited - Thailand

UX/ UI Designer

June 2020 - July 2020

- Led discovery research for a nursing home app by interviewing staff from 8+ facilities, uncovering insights to validate features and align the concept with patient and staff needs.
- Revamped a home installation and repair app using insights from usability sessions with technicians, resulting in a more intuitive and streamlined interface.

## king mongkut's university of technology thonburi - Thailand

UX researcher (Harvard & Chula University)

July 2020

- Partnered with Harvard and Chulalongkorn University to research COVID-19 impacts on 100+ Thai participants, uncovering emotional, social, and economic challenges through daily studies and interviews.

UX researcher (Harvard University & MQDC Ltd.) January 2020

- Engaged in fieldwork with the Makkasan community to test Harvard Design Department's new Whole View Model, applying human-centered design to identify opportunities for improving quality of life and user experience.

UX/ UI designer

(EMCS & Thai Reinsurance Public Co., Ltd.)

May 2019

- Designed a car maintenance service with marketing and IT teams, conducting user interviews, creating information architecture, and developing the user interface to enhance experience and streamline service flow.