

Dr. Pradthana Jarusriboonchai, D. Sc.

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Highlight

Pradthana is a UX researcher and UX designer. Worked with a broad set of technology (wearable technology, smart clothing, smartphones, and multi-touch table) as a software developer, a designer, and a researcher. Specialities in **qualitative user research** and **user-centred design**.

Skills

Core skills: Research planning and design, survey design, moderating research sessions, prototyping, usability testing, design thinking

Tools: Figma, Javascript/CSS

Programming: Python, Physical programming (processing, basic electronics)

Languages: Fluent in English, native in Thai

Experiences

Senior Designer specialize in user experience research

Jan 2020 – present | Kasikorn Business Technology Group

- Leads UX research for digital products in range of industries including banking and finance, health and wellbeing, online shopping, and restaurant and services.
- Collaborates with stakeholders including product managers, business units, strategists to define research questions.
- Leads planing and conducting user experience research using varying methodologies including interviews, diary studies, survey, focus group.
- Translates UX research findings into actionable business opportunities and design strategies to improve products and experience.
- Conducts usability testing to evaluate UI designs.
- Educates stakeholders about design thinking and UX research.

Senior researcher (postdoc) in UX and interaction design

Jul 2018 – Jan 2020 | University of Lapland

- Led design, development, and user studies of wearable technology in relation to fashion. Worked in a team with diverse background.
- Designed and conducted UX research using co-design workshops, experience sampling, interview, survey, and technology probes.
- Delivered results in the form of design guidelines, actionable user needs and insights, design suggestions, and published peer-reviewed academic texts.
- Designed and implemented novel wearable devices. Design works were exhibited at local and international exhibitions.
- Taught *participatory design and interactive prototyping* to bachelors and master students in industrial design and art.

Research associate (postdoc) in Digital Civics

Jan 2017 – Jun 2018 | Newcastle University

- Led a research in understanding young children and play using ethnography in primary schools.
- Report findings through publications and presentations in academia venues.
- Led university outreach programs and technology workshops in local communities and schools. Designed short and long programming activities and lessons for primary school children.

Researcher in User Experience and Human-Computer Interaction

Feb 2013 – Dec 2016 | Tampere University of Technology

- Designed, planned, and executed a total of 5 UX research projects related to smartphone uses in face-to-face interactions.
- Designed mobile application concepts using scenarios, storyboard, and co-design workshop.
- Designed and conducted user research and evaluation using interview, survey, diary, technology probes, field studies, and shadowing. The findings are design guidelines for future design of mobile applications.
- Communicated designs and findings through demos, posters, presentations, and papers in academic venues.
- Mentored in user-centred design project course for engineering master students.

Software developer (WPF C#)

Jan 2012 – Jan 2013 | Exzy Company Limited

- Led software developing for interactive advertisement application on multi-touch surface.
- Worked as part of the design team to design and develop satisfied interactive advertising concepts for retail flagship stores in Thailand.
- Collaborated with the sale team in gathering requirements and selling products.

Education

D.Sc. in Technology (UX and Human-Computer Interaction)

2017 | Tampere University of Technology, Finland

Completed doctoral education in interaction design and user experience.

Doctoral thesis is on designing mobile technology to enhance face-to-face interaction.

M.Sc. in Interactive System Engineering

2012 | KTH Royal Institute of Technology, Sweden

Courses included human-computer interaction, interaction design, usability evaluations, and qualitative research methods.

B.Eng. in Computer Engineering

2008 | Kasetsart University, Thailand

Publications

- 22 peer-reviewed publications in international conferences and journals (16 full papers and 6 extended abstracts).
- 4 workshops, 2 artistic works, and 5 exhibitions.
- Google Scholar: <https://tinyurl.com/yd25ywpj>

Selected publications

Jarusriboonchai, P., Hong, Li, Harjuniemi, E., Müller, H., and Häkkinä, J. **Always with Me: Exploring Wearable Displays as Lightweight Intimate Communication Channel**. In Proceedings of the 14th International Conference on Tangible, Embedded, and Embodied Interaction (TEI'20).

Meissner, J., *Jarusriboonchai, P.*, McLaughlin, J., and Wright, P. **More than the Sum of Makers: The Complex Dynamics of Diverse Practices at Maker Faire**. In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI'19), Paper No. 18. DOI= 10.1145/3290605.3300348

Jarusriboonchai, P., Malapaschas, A., and Olsson, T. **Design and Evaluation of a Multi-Player Mobile Game for Icebreaking Activity**. In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems (CHI'16.), 4366-4377. DOI: 10.1145/2858036.2858298