Pornkamol Prapapornvorakul
Designer

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EDUCATION .

Carnegie Mellon University

Master of Integrated Innovation for Products and Services

Focus: Integration of design, business and technology | Entrepreneurship | Technology Application and Design (GPA 3.94 / 4.00)

May 2020 / Pittsburgh, PA

Capstone project with Honda R&D Americas

In the team of 5, discovered an opportunity gap regarding exploratory commute in urban cities. Sold intellectual property rights of the conceptual design and the business model to Honda.

Jan 2020 - May 2020 / Raymond, OH

King Mongkut's University of Technology Thonburi

Bachelor of Fine and Applied Arts in Industrial Design

First-Class Honors, Gold Medal, Full Scholarship (GPA 3.91 / 4.00)

June 2016 / Bangkok, Thailand

SKILL .

Human-centered Design, Integrated Innovation

UX/UI, HCI, Service Design | Physical, Psychological and Cultural Human Factors | User Research and Testing

Design Process for Lean and Growth | MVP Design | Workshop Facilitation | Data Visualization

Software, Technology

Figma | Zeplin | Invision| Tableau | Excel | Mural | Arduino | Particle | SolidWorks | Adobe Creative Suite

EXPERIENCE .

KASIKORN Business-Technology Group
Advanced UX Designer

Jan 2017 - July 2019, Sept 2020 - Current / Nonthaburi, Thailand

Applied UX research and design methodologies across different stages of product development lifecycle to pivot and grow a money management mobile application in collaboration with the product team, resulting in a growth of 80K+ downloads in 4 months.

Revamped design of mobile banking app with 14M+ active users, including in-depth user research with 20+ participants, information architecture, and UX/UI design. Headed the co-design of new features with business team (i.e., AI assistant, Humanized banking experience).

Designed a self-service bank account opening machine involving user testing in simulated environments with workable mockups and resulting in cost saving of $6,000 per machine with significant usability improvement.

Headed end-to-end service design and operation planning for the company's first pilot e-commerce marketplace(MVP) powered by AI personalized recommendation, achieving 4M+ active users in 2019

Facilitated design process workshops for 100+ employees. Led an organization of a fintech open design hackathon for 60+ teams.

Able Lab of KMUTT
Design Researcher

July 2016 - Nov 2016 / Bangkok, Thailand

For a client in banking, implemented user research, design, and testing (20+ users) of an innovative HCI for people with visual impairment, winning 1st prize in Singapore Fintech Festival 2016's Global FinTech Hackcelerator competition among 650 projects from 50 countries.

Conducted research and established a design recommendation for an elderly-friendly smart home system in Thailand involving ethnographic interviews, field visits, persona, and insight analysis with 15+ elderlies.

Thailand Creative & Design Center
Service Design Facilitator Intern

May 2015 - July 2015 / Bangkok, Thailand

Guided a consulting client in agri-business to incubate design methods within the company. Facilitated service design projects for client's employees, bringing about 5+ potential user-driven and experience-based products and services.