VORATIMA ORAWANNUKUL
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VORATIMA

I am a creative thinker who specializes in solving seemingly impossible problems. With 20 years of working across the fields of Digital Solutions, IoT and Automotive, my background blends technical expertise in Human-Computer Interaction and engineering with a passion for innovative design that produces award-winning results.

SKILLS

Innovation, Creative Strategy, Design Thinking, User Experience, Management, User-centered design, Product Design and Development, Usability, Information Architecture, Automotive, Digital Solution, IoT, Mobile and Web Development, Prototype, 3D Printing, Agile Development

EXPERIENCE

Principal UX Engineer/Product Owner, Advanced Development, Mitsubishi Electric
2017 - present

- Lead the Advanced Development team to shape future of digital cockpit experience and strategize with global cross-functional team to align with business priorities
- Demo concept vehicles at CES 2018-22, securing 2 Billion in Infotainment contracts
- Drive production team to develop in-vehicle user interfaces (HMI) installed in Stellantis's Jeep, Fiat, Dodge
- Serve as spokesperson at conferences, liaison between OEM customers, press, B2B partners
- Lead workshops on team ideation, UI/UX frameworks, and best practices
- Lecture and mentor Master's level students at University of Michigan School of Information

Senior Human Machine Interface Software Engineer, Harman International
2016 - 2017

- Delivered HMI of Maserati, Ford, and Harley Davidson infotainment system, introducing Adaptive User Interfaces in automotive lending to "implement once run on all screen sizes" concept saving development cost, on compressed schedule to meet business expectations
- Coordinated cross-functional initiative to conceptualize the future of infotainment and collaborated with global agile software teams leading to round clock development cycle

Senior Software Engineer, ICON Interactive
2014 - 2015

- Managed a team of engineers and designers and administered product life-cycle, creating recommendations algorithm for SiriusXM customers that was launched in iOS and Android
- Developed Massachusetts Bay Transportation Authority Commuter Rail app that keeps track of the real-time commuter rails' location and expected delay

Senior Interface Engineer, Enlighten
2007 - 2014

- Collaborated with HunterDouglas to create a room visualizer website and iPad app, winning an OMMA, W3, and MobileWebAwards
- Invented algorithms for the consumers to search for window coverings materials by color and through Augmented Reality enables them to visualize the products in their own space
- Created WhatWasThere virtual time machine app using Augmented Reality, winning FWA, W3, and WebAwards and featured in New York Times
- Liaisoned with John Frieda in developing a unique products recommendation website, winning Webby and WebAwards

EDUCATION

M.S., Human-Computer Interaction, University of Michigan - Ann Arbor, 2005 - 2007

B.E., Chulalongkorn University, Thailand, Computer Engineering, 1998 - 2002

Certificate, UCLA, Computer Graphics and Graphic Design 2003 - 2005

Certificate, Foundations in Design Thinking, IDEO U 2020

TALKS

- Ann Arbor Mobility Summit: Evolving Automotive Industry Priorities and Investments, Ann Arbor, Michigan, 2021
- AutoBeat: User Interface Explained, Detroit, Michigan, 2020
- Emotion AI Summit: The Future of In-Cabin Sensing, Boston, Massachusetts, 2019
- Car HMI Europe: Designing for the Future, Berlin, Germany, 2018
- EyeO Festival: Ignite Talk, Minneapolis, Minnesota, 2014

VOLUNTEER

Operation Face Shield
2020 - 2021

- Led grassroots design effort using 3D printers to reimagine and prototype face shield for health workers, currently 53,000 face shields across 20 states and 5 countries