

## EXPERIENCE

### **User Experience Lead Engineer, Advanced Development, Mitsubishi Electric Automotive America, Inc.**

*2017- present*

Lead the User Experience team to design and develop user-friendly and innovative automotive user interfaces that anticipate customer needs and UI trends

Work directly with customers as well as communicating directly with the team in Japan and suppliers around the world

Carry out User Experience and Interaction design activities, including ideation/concept generation, lo/hi-fi prototyping, usability evaluation Design, manage, execute, and analyze end-user studies; provide comprehensive study results to the team to inform future design direction

Key projects: CES 2018, CES 2019, FCA

### **Senior Human Machine Interface Software Engineer, Harman International**

*2016- 2017*

Analyze and implement the graphical user interface of an in-vehicle infotainment system based on OEM customer requirements

Suggest modifications to improve performance and introduce Adaptive User Interfaces concept to a dashboard touchscreen

Conceptualize future of infotainment in internal project vision meetings

Key projects: Maserati, Harley Davidson, Ford

### **Senior Software Engineer, ICON Interactive**

*2014 - 2015*

Managed team of engineers that implemented iOS and Android apps and administered product life-cycle

Interfaced with clients to give feedback, estimates and recommendations

Designed and implemented channel recommendations algorithm.

Key projects: SiriusXM Hello, Massachusetts Bay Transportation Authority Commuter Rail

### **Senior Interaction Engineer, Enlighten**

*2007 - 2014*

Interfaced with client to specify user requirements, designed user flow and interaction

Identified server specifications, designed data structure and implemented database, created web services

Architected application, delegated and integrated tasks among team members

Implemented Principal Component Analysis to identify correlations

Invented Color Filtering feature via Color Profiling and Color Clustering theory

Adopted Augmented Reality in early stages

Key projects: On Purpose, Hunter Douglas: The Art of Window Dressing and iImagine Design Center, What Was There, John Frieda: Product Advisor and Luxurious Volume, and Masco: Environment for Livings

## PROJECT AWARDS

### **HunterDouglas:**

#### **The Art of Window Dressing**

MobileWebAwards, Best Consumer Goods Mobile Application

W3 Silver Award in the Mobile Applications - Shopping category

#### **iImagine Design Center**

OMMA Web Site Excellence in House & Home category

### **WhatWasThere**

W3, Gold Award Website in the Charitable Organizations/Non-Profit category

WebAward, Outstanding Achievement in Web Development

FWA, Site of the Day

MobileWebAwards, Best Photography Mobile Application

"Bringing Past, Present and Future Into Focus," New York Times

### **John Frieda:**

#### **Product Advisor**

Webby, Official Honoree for the Beauty and Cosmetics category

WebAward, Best Consumer Goods Website

#### **Luxurious Volume**

WebAward, Outstanding Achievement in Web Development

### **Masco:**

#### **Environment for Livings**

WebAward, Outstanding Achievement in Web Development

## EXPERIENCE (cont.)

Interaction Designer/Developer, National Center for Institutional Diversity, University of Michigan  
2006 - 2007

User Interface Designer, Industrial Design Human Interface, Xerox  
2006

Computer System Administrator, Biomedical Research Education and Training, Vanderbilt University  
2002 - 2003

## EDUCATION

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

Certificate, School of Design Communication Arts,  
University of California - Los Angeles,  
Computer Graphic and Graphic Design  
2003 - 2005

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

## INDEPENDENT PROJECTS

Volunteer at CS Mott Children's Hospital, Instructor at GameStart  
2015 - 2016

Taught 2nd and 3rd graders how to code in Python with Minecraft  
Introduced VR to young patients with limited mobility, reducing stress  
Created Unity3D game and website with mobile patients

POP·IN Hack, Ann Arbor Art Center  
2015

Created interactive installation to detect and project gestures through Microsoft Kinect onto artworks

FoolMoon: The Puppetron  
2014

Implemented large-scale interactive projection to map users' movements onto large-scale building via electronic motion graphics

## SKILLS

### Languages

Objective-C, Java, C++, ActionScript, HTML, jQuery, JavaScript, CSS, SQL, XML, PHP, C, Python, C#, ASP, D-Bus

### Development Tools

XCode, Android Studio, Qt, Eclipse, Git, SourceTree, Subversion, Processing, Flash, openFrameworks, .NET, Unity 3D

### Design Tools

Sketch, Zeplin, InVision, Abstract, Photoshop, Illustrator, After Effect, 3D Printing, Autodesk Fusion 360

### Methodologies

Agile Development, MVC, OOP, Design Thinking

### Database Platforms

Oracle, Microsoft SQL Server, MySQL, SQLite

### OS

Mac, Windows, Linux

## TALKS GIVEN

Car HMI Europe: Designing for the Future – How can the Automotive Industry Surpass & Be More Innovative Other Industries with their HCIs?

06.29.2018

EyeO Festival: Ignite Talk

06.10.2014

MobileMonday: App Sharing

05.05.2014

Adobe Ask a Pro: Building Native Mobile Apps with PhoneGap

12.16.2013

Web designers become app developers with PhoneGap, Adobe Inspire

11.01.2013