YADA WISATEKAEW

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

08/21 - now
Germany

EMPORION Innovations - UX/UI Designer
Worked on user experience design, interaction design, web design, created clickable digital mockups and UI

06/21 - 07/21
(2 months)
Italy

Triumph Design - UX/UI Designer
Worked on user experience design, interaction design, web design, created clickable digital mockups and UI

01/20 - 06/20
(6 months)
France

NAVER LABS Europe - User Experience Designer and Researcher Intern
Worked on user research (semi-structured interviews, observation), researched prior arts, analyzed problems that users have, proposed user-centric design solutions (experience design, interaction design), collaborated with Natural Language Processing team to ideate feasible solutions, created digital mockups and prototypes

09/18 - 12/18
(4 months)
Thailand

Leo Burnett - Digital Content and AE Intern
Worked on content ideation and collaborations between multiple teams for marketing in digital platforms

RELATED WORKSHOP EXPERIENCE

06/19 - 07/19
(6 weeks)
Italy

Experience design workshop - Enhancing Tourism in Bogliasco
Carried out user research on travelers and locals (contexual interview, shadowing), analyzed the users (customer journeys, stakeholders and empathy maps), generated user-centric design solutions, created digital prototypes and service maps

03/19 - 04/19
(7 weeks)
Italy

Experience/Interaction design workshop - Midea
Designed new interactions for wall-mounted air controller for short term (mid-level) market, developed personas, created customer journeys, information architecture and physical prototyping

02/19 - 03/19
(6 weeks)
Italy

Tangible Interaction design workshop - BASE Milano
Conceptualized a music machine that cultivates music knowledge, designed user experience, interaction design, created physical prototype (TouchDesigner and Arduino)

PUBLICATIONS

2020

Restaurant Menu Understanding: Illustrating the Need for Culturally Augmented Translation International Conference on Human-Computer Interaction with Mobile Devices and Services (MobileHCI '20), October 5–8, 2020, Oldenburg, Germany.

EDUCATION

2019 - 2020
Italy

Master in Interaction/Service Design
Domus Academy, Milan

2015 - 2018
Thailand

BBA, International Business major
Mahidol University International College

SKILLS

Adobe Photoshop, Illustrator, After Effects, InDesign, Adobe XD, Figma, Invision, Davinci Resolve, Microsoft Office, Miro, Arduino IDE, HTML5, CSS3

LANGUAGES

Thai (native), English (fluent), Chinese , Italian, German (in progress)