# Pitch Sinlapanuntakul

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**Research interests**: HCI, human-AI collaboration, design

## EDUCATION

09/2022 – 06/2027   **University of Washington**, Seattle, WA
Ph.D., Human Centered Design and Engineering
M.S., Human Centered Design and Engineering (completed March 2024)
Advisor: Mark Zachry

08/2018 – 05/2022   **Embry-Riddle Aeronautical University**, Daytona Beach, FL
B.S., Human Factors Psychology (Honors), *Summa Cum Laude*
Advisor: Barbara S. Chaparro

## EXPERIENCE

09/2022 – Present   **CommPrac Lab**, University of Washington
Graduate Research Assistant
Researching 1) human-AI collaboration in design and 2) social perception and practices with screen-based AR (avatars and facial filters), resulting in 3 manuscripts [see P9 – P11].

01/2023 – 09/2023   **Inclusive Design Lab**, University of Washington
Graduate Research Assistant
Researched the impact of TikTok captioning practices on DHH users' viewing experience, resulting in a publication [see P7] proposing standards for captioning user-generated content.

06/2023 – 08/2023   **Global Innovation Exchange (GIX)**, University of Washington / Client: Vaisala
Graduate Research Assistant
Conducted user research to support GIX's launch project in understanding human experience with urban heat-related events through a longitudinal physiological data collection, diary survey, and semi-structured interview. Managed all aspects of the project from creating study materials and participant recruitment to data collection and study troubleshooting.

01/2021 – 05/2022   **RUX Consulting** / Client: a Top Fortune 100 Tech company
UX Researcher (Contract)

*Validation of Product Impression Toolkit*, (09/2021 – 05/2022)
Validated toolkit's comprehensiveness for assessing hardware consumer product impression. Co-led initial validation (product descriptions, features, literature, reviews) and co-designed and conducted a task-based experiment across diverse product types and consumer groups. Led large-scale participant recruitment ($N$ = 250) and counterbalancing. Visualized data with Python. Delivered refined toolkit and findings to stakeholders (designers, engineers, PMs, and UXRs), informing internal product impression evaluation and future design considerations.

*Evaluation of Consumer Perceptions II & III*, (01/2021 – 07/2021)
Evaluated the perceived thermal comfort of smart device materials in various ambient conditions, facilitating data collection ($N$ = 120) through live remote software manipulation. Identified consumer perception (e.g., perceived discomfort and action likelihood) using SPSS for quantitative analysis. Presented findings and recommended design solutions to industry client (i.e., consumer hardware team), guiding their future product development decisions.

01/2019 – 05/2022   **RUX Lab**, Embry-Riddle Aeronautical University

Research Assistant
Researched 1) user experience of AR/MR interaction methods (i.e., audio and hand gestures) and 2) gameplay experience, resulting in 4 publications [P2, P3, P5, P6] and 3 presentations that suggest insight-driven design recommendations for future AR/MR and gameplay design.

08/2021 – 05/2022   **Student Union Media**, Embry-Riddle Aeronautical University
Design Manager
Managed and led a team of visual communication designers to produce print/media designs. Leveraged stakeholder insights to drive strategic alignment of design projects and formulated efficiency-optimized workflows to ensure timely execution of design initiatives.

08/2021 – 02/2022   **STAR Lab & GEARS Lab**, Embry-Riddle Aeronautical University
Research Assistant
Led a semi-scoping review in cybersecurity teamwork and team competencies to suggest research gaps and future directions, resulting in a publication [P4].

05/2020 – 08/2020   **mu Space Corp**
UX Design Intern
Led the interaction and interface design of autonomous delivery robots from conceptual to high-fidelity prototypes. Collaborated with cross-functional teams (design and engineering) to iterate on the concept and ensure seamless integration of design + development efforts. Prototyped an interactive AR mobile filter experience for a product launch promotion using Meta Spark Studio, focusing on micro-interaction design.

## PUBLICATIONS

### Peer-Reviewed Conference Proceedings & Journal Articles

*\* denotes equal contributions.*

[P11]    Soobin Cho\*, Joseph S. Schafer\*, **Pitch Sinlapanuntakul**\*, Julie Vera\*, Mark Zachry. (in submission). "Ask me something worthwhile, or leave me be": A critical exploration of human-AI interaction through Meta's chatbot personalities.

[P10]    **Pitch Sinlapanuntakul**, Sophie Park, Connie Yang, Mark Zachry. (accepted). "It was frustrating to have to constantly redesign": An exploration of authenticity in advanced UX education. In *2024 IEEE International Professional Communication Conference* (ProComm).

[P9]    **Pitch Sinlapanuntakul**, Mark Zachry. (in press). Augmenting self-presentation: Augmented reality (AR) filters use among young adults. In *International Conference on Human-Computer Interaction (HCII)*. Preprint.

[P8]    Swati Pandita, Rabindra (Robby) Ratan, Taenyun Kim, Dayeoun Jang, Chaeyun Lim, Kun Xu, Andrea S. Won, Vasileios Stavropoulos, **Pitch Sinlapanuntakul**, Anna Samira Praetorius, Jorge Peña, Inyoung Park, Kristine Nowak, Nicholas Matthews, Victoria McArthur, Jih-Hsuan (Tammy) Lin, Kwan M. Lee, Brian Klebig, Steffie S. Kim, Dominic Kao, Adam S. Kahn, David C. Jeong, Beatrice Hasler, Fox Harrell, Eugy Han, Andrew Gambino, Edward Downs, Jim Cummings, Christine L. Cook, Vivian Hsueh Hua Chen, Domna Banakou, Laura Aymerich-Franch. (in press). The development and validation of the motivations for avatar-mediated meetings (MAMM) scale. In *74th Annual Conference of the International Communication Association (ICA)*.

[P7]    Emma McDonnell, Tessa Eagle, **Pitch Sinlapanuntakul**, Soo Hyun (Andy) Moon, Kathryn Ringland, Jon E. Froehlich, Leah Findlater. (in press). "Caption it in an accessible way that is also enjoyable": Characterizing user-driven captioning practices on TikTok. In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Preprint.

[P6]  Carmen Van Ommen, **Pitch Sinlapanuntakul**, Joseph R. Keebler, Barbara S. Chaparro. (2023). Validation of the GUESS-18 for video game players with disabilities. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, *67*(1). PDF.

[P5]  **Pitch Sinlapanuntakul**, Jenna Korentsides, Barbara S. Chaparro. (2023). Exploring the UX of a multi-window augmented reality environment. *Frontiers in Virtual Reality*, *4*, Article 1194019. https://doi.org/10.3389/frvir.2023.1194019.

[P4]  **Pitch Sinlapanuntakul**, Crystal M. Fausett, Joseph R. Keebler. (2022). Exploring team competencies in cybersecurity. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, *66*(1), 1110-1114. https://doi.org/10.1177/1071181322661496.

[P3]  **Pitch Sinlapanuntakul**, Katlyn S. Skilton, Jose N. Mathew, Barbara S. Chaparro. (2022). The effects of background noise on UX and performance of mixed reality voice dictation. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, *66*(1), 1028-1032. https://doi.org/10.1177/1071181322661376.

[P2]  **Weerachet "Pitch" Sinlapanuntakul**, Jessyca L. Derby, J. L., Barbara S. Chaparro. (2022). Understanding the effects of mixed reality on video game satisfaction, enjoyment, and performance. *Simulation & Gaming*, *53*(3), 237-252. https://doi.org/10.1177/10468781221094473.

[P1]  **Weerachet Sinlapanuntakul**, Kelly Harris, Brittany S. Wesley. (2021). Primacy and recency effects on position error in short-term memory recall. *Beyond: Undergraduate Research Journal*, *5*, Article 2. https://commons.erau.edu/beyond/vol5/iss1/2.

## AWARDS & HONORS

| | |
|---|---|
| 2022 | UW Graduate School Scholarship<br>$1,500 scholarship from the HCDE department |
| 2022 | ERAU Summa Cum Laude<br>Awarded to students with the CGPA of 3.9 or above |
| 2022 | ERAU Outstanding Undergraduate Researcher of the Year<br>Nominated and selected by the Department of Human Factors and Behavioral Neurobiology |
| 2022 | ERAU Research Scholars Award<br>Recognition for integrating high-impact research into undergraduate experience |
| 2022 | Best Poster Presentation Award, Discovery Day Symposium<br>Selected 1st among 95+ poster presentations |
| 2021 – 2022 | ERAU Internal Research Grant<br>$3,500 as a PI for "Evaluating the UX of Interaction Methods in Augmented Reality" |
| 2021 | People's Choice Award, Discovery Day Symposium<br>Voted 1st among 75+ poster presentations |
| 2018 – 2022 | ERAU Dean's List<br>Recognition for achieving at least a 3.5 GPA in each semester |
| 2018 – 2022 | ERAU International Student Scholarship<br>$10,000 award per academic year for 4 years |

## TEACHING EXPERIENCE

| SP 2024 | **HCDE 593: MS Capstone**, University of Washington |
|---|---|
| | Graduate Teaching Assistant — Instructor: Mania Orand, Ph.D. |
| | Class size: 41 (Graduate) |

| WI 2024 | **HCDE 501: Theoretical Foundations of HCDE**, University of Washington |
|---|---|
| | Graduate Teaching Assistant — Instructor: Mark Zachry, Ph.D. |
| | Class size: 37 (Graduate) |

| AU 2023 | **HCDE 501: Theoretical Foundations of HCDE**, University of Washington |
|---|---|
| | Graduate Teaching Assistant — Instructor: Mark Zachry, Ph.D. |
| | Class size: 40 (Graduate) |

| AU 2023 | **HCDE 496/596: Designing UX Research with Generative AI**, University of Washington |
|---|---|
| | Co-Director (Directed Research Group) — Co-Director: Mark Zachry, Ph.D. |
| | Class size: 20 (Undergraduate and Graduate) |

| SP 2023 | **HCDE 313: Introduction to User Research**, University of Washington |
|---|---|
| | Graduate Teaching Assistant — Instructor: Gary Hsieh, Ph.D. |
| | Class size: 37 (Undergraduate) |

| SP 2023 | **HCDE 496/596: AR Avatars in Online Group Interactions**, University of Washington |
|---|---|
| | Co-Director (Directed Research Group) — Co-Director: Mark Zachry, Ph.D. |
| | Class size: 6 (Undergraduate and Graduate) |

| WI 2023 | **HCDE 496/596: AR Avatars in Online Group Interactions**, University of Washington |
|---|---|
| | Co-Director (Directed Research Group) — Co-Director: Mark Zachry, Ph.D. |
| | Class size: 6 (Undergraduate and Graduate) |

| SP 2022 | **HFS 635: Human-Computer Interaction**, Embry-Riddle Aeronautical University |
|---|---|
| | Guest Lecturer — Instructor: Barbara S. Chaparro, Ph.D. |
| | Lecture title: "Advanced UX design and prototyping using Figma" |

| FA 2019, 2020 | **UNIV 101: College Success**, Embry-Riddle Aeronautical University |
|---|---|
| | Teaching Assistant — Instructor: Tommey Liang, M.A. |
| | Avg. class size: 25 (Undergraduate) |

## SERVICE & OUTREACH

**Community Volunteer**

| 2023 – Present | Event Strategy Consultant, ATSA |
|---|---|
| 2020 – 2023 | Student Mentor, HFES (ERAU Student Chapter) |
| 2021 – 2022 | Discover Research Mentor and Ambassador, ERAU Office of Undergraduate Research |
| 2020 – 2021 | Committee Member, HFES (ERAU Student Chapter) |

**Reviewer**

| 2024 | CSCW |
|---|---|
| 2022 | HFES |
| 2022 | Simulation & Gaming Journal |

**Ph.D. Student Admission Reviewer**

| 2023 | UW HCDE Ph.D. admission student reviewer |
|---|---|

## SKILLS

**Methods**: Experimental Design / Surveys / Interviews / Usability Testing / Co-Design / Think-Aloud Protocol / Focus Groups / Observation / Diary Studies / Speculative Design / OOBE / Heuristic Evaluation / Stakeholder Analysis / Value-Oriented Prototyping

**Data Analysis**: Univariate & Multivariate Analysis / Content Analysis / Thematic Analysis

**Software & Programming**: R / SPSS / Python (Pandas & Numpy) / Qualtrics / Prolifics / AMOS / Optimal Workshop / UserTesting / Adobe XD / Figma / Miro / Meta Spark Studio