PORNPONG SOPONSAKULRAT

Strategy & Digital Transformation (Head of Design Strategy), CPF PCL

EXPERIENCE

2022 - Present Strategy & Digital Transformation
(Head of Design Strategy), AXONS, CPF PCL

2022 - Present Lecturer, Harbour Space University (Barcelona, Spain)
- Master of Business Administration in FinTech
- Master of Business Administration in Interaction Design

2018 - Present Lecturer, Chulalongkorn University (Bangkok, Thailand)
- Bachelor of Art & Science in Integrated Innovation

2016 - Present Guest Lecturer & Speaker
Association of Pacific Rim University (APRU),
Yonsei University (Seoul, South Korea),
Thammasat University, Siam Commercial Bank (SCB)
CIMB Thai Bank PCL, Government Saving Bank (GSB),
Metropolitan Electric Authority (MEA), BECi Co.,Ltd.
Google (Google Dev Day, Google Assistant Workshop),
Department of Industrial Promotion (Ministry of Industry)

2020 - 2022 HCI Researcher, Blockfint Co.,Ltd.
- Innovation R&D on Loan Origination System (LOS)
- Innovation R&D on decision and process optimisation system for financial and insurance service
- Innovation R&D on Identity Provider platform on NDID
- Innovation R&D on Digital-only Bank (Branchless Bank)
- UX/UI Research & Design on Digital signature platform
- UX/UI Research & Design on NDID Administration system
- UX/UI Research & Design on agricultural products tracking platform on distributed ledger technology

2018 - 2020 User Experience Consultant, CIMB Thai Bank PCL
- Research on Persona Shifting Model to obtain design inputs for Investment platform
- UX Research and Design on relating UX factors (incl. Perceived Experiences, Expectations, Usability, Desirability, Learnability, etc.) on Mobile Banking App

2017 Lead User Experience Designer, HBot Co.,Ltd.
- Innovation R&D on Chatbot Development Platform

2016 - 2017 User Experience Designer, BECi Corporation Ltd.
- UX/UI Design on Video On Demand Platform
- Innovation R&D on Multi-Screen Interaction
- Innovation R&D on online news platform

2015 - 2016 Chinese Art Specialist, VRP Collection Co.,Ltd.

2014 Mobile Application Developer, Ecartstudio Co.,Ltd.

2013 - 2014 Teacher Assistant & Developer, Thammasat University
Course: Data Structure and Algorithm Design
Projects: RFID Tracking System, and Shuttle Bus Tracker

EDUCATION

2015 - 2016

MSc in Brain Science and Psychology (Merit), Human-Computer Interaction with Ergonomics (HCI-E)
University College London, London, UK
(8th QS World University Ranking, 2022)

Example Projects:
- Research on forming customers' habit on digital platform
- Research on multi-tasking factors and safety issues on using integrated in-car devices while driving
- Research on interactive factors to attract passers-by to interact with an interactive system
- Research on identifying a relationship between media-multitasking and immersion while interacting with the mobile devices
- Research on ergonomic factors for ATM (Bank) and check-in kiosk (Hotel)
- Design interactive design factors to encourage people to use online service instead of paper-based service

2015

Certificate (Merit) in Chinese Art & Archeology
SOAS, University of London, London, UK

Research areas:
- Glazing techniques on Chinese Antique Porcelains
- Applying of motif decoration on Chinese Antique Porcelains

2013 - 2014

Informatics
Technische Universität Müchen, Munich, Germany

2010 - 2014

BSc (1st class honours) in Computer Science, Software Engineer
SIIT, Thammasat University, Thailand

CONTACT INFORMATION

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