Punn Lertjaturaphat

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Experience

SortSoft / AxInvent
Product Design Intern
Project Manager
July 2024 - August 2024

In charge as the project manager for the company's early website design.

Led the creative direction in designing a user experience for connecting art students and their potential clients via hotel display.

Make Lab
Intern
July 2023 - December 2023

Responsible of designing digital graphic assets and producing introductory video for the paper "Inline Visualization and Manipulation of Real-Time Hardware Log for Supporting Debugging of Embedded Programs " which receives the **Honorable Mention Award from EICS, 2024**

Education

KAIST
Industrial Design
(Double Major in Computer Science)
Expected 2026 | GPA 3.86

System Design, User Experience Design, Interaction Prototyping, Software Prototyping, AI Prototyping, User Interface, Introduction to Human-Computer Interaction, Product Design, Data-Driven Design

Community

Kastle, KAIST
Lead Designer
March 2023 - Present

Responsible of graphic design for the event posters and the club merchandise.

Supervise the design of the social media department.

Chronicle KAIST
Lead Designer
March 2023 - Present

Responsible of graphic design for the event posters, the club magazine, and the club merchandise.

Supervise the design team with web department and social media department

After I joined as a designer, they have to increase the number of their magazine issue by 50% due to high demands

Skills

Figma, Photoshop, Illustrator, InDesign, Javascript Framewrk (React, Svelte), HTML/CSS, Arduino / Raspberry Pi

UX Design, Heuristic Evaluation, Accessibility Evaluation, User Interview, Persona Development, Discovery Workshop, Usability Test, Data Visualization, Journey Mapping, Interactive Prototyping (Code and Figma), UI Design, Graphic Design, Editorial Design

Other

Dean's List

Department of Industrial Design, KAIST
Fall 2022, Spring 2023, Fall 2023

Top 10 out of 30 Teams

2024 Promising Student Startup Team 300+ International students Track
April 2024 - August 2024

Top 3 out of 13 Teams

Seoul Design Week 2023, Corporate + Young Designer Brand Exhibition
"Beyond the Floor: Furniture from Wooden Flooring Defects"

Shinsegae Nextperium Product Exhibition

Exhibiting an Interactive Product "Lambda Studio" as a part of science exhibition
September 2023 - November 2024