

Chulakorn Aritajati

Summary

I have been conducting user experience research for eight years with the top user experience researchers in the United States. My multidisciplinary research experience focuses mainly on human-computer interaction, user experience, communication, and education. During higher education, I have studied people, their interaction with devices and interfaces, communication, and collaborative work. I published papers in top conferences and am specialized in using mixed methods to do user experience research. Beside research, I have designed and developed software. I have worked at a leading virtual reality advertising startup company in the Silicon Valley, CA in the last Summer. Approaching the end of my degree, I am looking for employment by an organization inspiring employee and their customers, and Line corporation would be a great fit. I believe with my unique skill set and experiences, I can assist the company to solve challenging and difficult problems as well as provide actionable solutions. I seek to contribute my multidisciplinary knowledge, various research methodological skills, soft skills, and strong work ethic.

Education

The Pennsylvania State University State College, PA
Ph.D. in Informatics, Human Computer Interaction May 2019
Dissertation: *The Role of Emojis in Generating and Responding to Critiques of Creative Work*
Committee: Mary Beth Rosson (Chair), S. Shyam Sundar, Xiaolng Zhang, Benjamin Hanrahan

Auburn University Auburn, AL
Master of Science in Computer Science, Human Computer Interaction August 2013
Thesis: *Green Dolphin: an Educational Questions and Answers Website*

Kasetsart University Bangkok, Thailand
Bachelor of Science in Software and Knowledge Engineering March 2008

Technical Skills

Research Skills:

- Qualitative Research: Usability Testing, Interview, Observation, Grounded Theory, Experiment Designs
- Quantitative Research: Survey Design and Analysis, Statistical Analysis, Experiment Designs

Programming:

- Proficient: Java, Python, SQL, MySQL, PostgreSQL, Ruby on Rails, JQuery, CSS, HTML, SCSS/Sass
- Intermediate: React, PHP, JavaScript, Haml, VBScript

Software Package: Microsoft Office, Adobe Suite, Trello, Git, Google Analytics, Woopra, Sketch, SPSS

Languages: Thai - Native, English – Fluent

Research Experience

The Role of Emojis in Generating and Responding to Critiques of Creative Work May 2017 – Present
Research Assistant – The Center for Human-Computer Interaction at The Pennsylvania State University
Used Emojis decreased unpleasant influence of negative feedback on receivers.

- Designed quantitative and qualitative survey questions to identify how people use emojis in their critiques on creative work and how they feel when they use an emoji.
- Analyzed quantitative data and coded qualitative data to capture user experience on emoji usage.
- Designed experiments to identify influence of emojis on people who receive feedback on their work.

The Privacy Project August 2014 – November 2018
Research Assistant – The Center for Human-Computer Interaction / Media Effects Research at The Pennsylvania State University

Found new techniques and visualization motivating people to disclose their sensitive information.

- Conducted user experience expert reviews on websites of experiments.
- Researched and developed an online survey to collect privacy data using PHP and HTML.
- Implemented a novel software process to improve development efficiency by 50% and prevent high priority bugs.

Finding Skilled Workers in a Crowd

August 2015 – May 2017

Research Assistant – The Center for Human-Computer Interaction at The Pennsylvania State University

Found a framework for identifying and leveraging user interface design expertise in evaluating novice designs.

- Created and tested a heuristic to evaluation a visualization.
- Designed experiments to create a statistic framework to find skilled workers in a crowd.

A Real-Time Question and Answer Forum

May 2014 – May 2016

Research Assistant – The Center for Human-Computer Interaction at The Pennsylvania State University

Used a question and answer forum to facilitate communication in a computer science classroom.

- Conducted an experiment to compare students' experience in workshops with and without the forum.
- Created pre and post surveys to measure students' learning experience in classes.
- Interviewed students and analyzed qualitative data about how these workshops improved their computing experience and how they used the question and answer forum in the workshops.
- Analyzed quantitative and qualitative data from surveys to find students' experience.

iTech Academy

August 2013 – May 2016

Research Assistant – The Center for Human-Computer Interaction at The Pennsylvania State University

Identified a role of a social network in encouraging students to learn computing knowledge.

- Designed pre and post surveys to assess students' learning experience in summer camps.
- Created statistic models to predict students' positive attitudes toward computer science and careers.
- Analyzed quantitative and qualitative data from surveys to find students' experience.
- Designed and implemented a social network for summer camps.

Green Dolphin

May 2011 – August 2013

Research Assistant – Auburn University

Used a question and answer site to facilitate communication in a classroom.

- Designed and conducted experiments in a classroom for a semester to find a role of the question and answer website in easing communication in a classroom.
- Created surveys and analyzed data to determine user experience of the question and answer website.

Studio-Based Learning

May 2011 – August 2013

Found benefits of studio-based in a computer science class.

- Analyzed qualitative data to measure students' experience and satisfaction in a classroom

Professional Experience

The Pennsylvania State University

State College, PA

Teaching Assistant - Center for Human-Computer Interaction

August 2013 – Present

- Designed health data visualizations based on personal health data from fitness trackers such as heart rate monitors and step trackers. Visualizations were presented via use of D3.js.
- Taught an introduction to Java programming course (Spring 2018).

OmniVirt (Leading Virtual Reality Advertising Platform)

Millbrae, CA

Software Engineer Intern

May 2018 – July 2018

- Improved User Experience by developing multiple React components that are used across all of OmniVirt's products, such as navigation menus and key UI controls, along with a new version of design guidelines.

- Built front-end code and a content manager for the marketing team to provide business communications for OmniVirt’s virtual reality ad customers through a blog, the press, and a dedicated news area.

T-Mobile

Atlanta, GA

UI development intern

May 2011 – August 2011

- Developed testing automation for T-Mobile’s POS software nationwide with VRScripT. Improved software development efficiency by 40%. Designed non-functional test cases to improve its quality.

Thomson Reuters Software (Thailand) Limited

Bangkok, Thailand

Quality Assurance Engineer

May 2008 – July 2010

- Built nonfunctional and functional automated tests of the centralized authentication, authorization, and administration system scripts in VBscript, improving the quality of software components by 18%.

Peer-Reviewed Conference Publications

- Kim, J., Gambino, A., Sundar, S. S., Rosson, M. B., **Aritajati, C.**, Ge, J., & Fanning, C. (2018). Interface Cues to Promote Disclosure and Build Community: An Experimental Test of Crowd and Connectivity Cues in an Online Sexual Health Forum. Proceedings of the ACM on Human-Computer Interaction, 2(CSCW), 90.
- **Aritajati, C.**, Rosson M.B., and et al. 2015. A Socio-Cognitive Analysis of Summer Camp Outcomes and Experiences. the ACM Technical Symposium on Computer Science Education (SIGCSE '15).
- **Aritajati, C.**, & Narayanan, N. H. (2013, February). Facilitating students' collaboration and learning in a question and answer system. In Proceedings of the 2013 conference on Computer supported cooperative work companion (pp. 101-106). ACM.

Service

- A reviewer at the ACM SIGCSE 2017
- A student volunteer at the ACM SIGCSE 15