Som Liengtiraphan

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EDUCATION

New York University, Tandon School of Engineering
M.S. Integrated Digital Media (May 2022)
President of Design for America NYU

University of Rochester, Hajim School of Engineering
B.A. Computer Science (May 2017)
Minors in Studio Art and History

EXPERIENCE

Design Lab Coordinator | NYU Makerspace
Brooklyn, NY / September 2020 - Present
- Created and conducted design thinking and design software workshops that were attended by over 100+ NYU students
- Co-created and launched the mentoring program which saw a 100% increase in student participants in the 2021-2022 academic year
- Collaboratively planned annual Design Weeks which were attended by over 200 participants

Product Design Intern | Salesforce
Remote, NY / June 2021 - August 2021
- Collaborated with UX team, User research team, and Product Managers to define pain points and workflow breakdowns in Salesforce CDP
- Visualized collected data into user journeys now used by the entire Data & Identity Design team
- Conceptualized over 70 proposals to improve CDP usability, then designed and iterated on prioritized designs
- Assisted in transitioning Salesforce to Figma through creating workshops and design templates using Figma components anyone within Salesforce Design organization can use

User Experience Designer | Catchpoint Systems
NYC, NY / October 2019 - July 2020
- Improved user's dashboard experience by creating new navigation and sharing infrastructures for the Catchpoint platform
- Designed a new network visualization tool that gave all users the ability to monitor their controlled network devices, endpoints, and apps
- Designed new components for and maintained Catchpoint Design System used by the Product, Design, and Engineering teams.

User Experience Designer | 1010data
NYC, NY / August 2017- October 2019
- Designed and launched DSCVR, a self-service big data analytics platform to market
- Designed and launched DSCVR support portal within 4 months by conducting user research, designing wireframes, and managing stakeholders in the projects

UX and Web Designer Intern | LocalAlike
Bangkok, Thailand / May 2016 - August 2016
- Designed a new search, booking, and dashboard experience for LocalAlike website

SKILLS

Experience/Interaction Design	Adobe CC (Ai, Ps, Id)	Design Systems
User Research	Figma, Sketch, InVision	Illustration
Information Architecture	Javascript (p5,d3)	Acrylic/Oil Painting
Storyboarding/Wireframing	HTML/CSS	Event Planning
Systems Thinking	Python	Ballet
Project Management	Miro/MURAL	
Design Documentation	Thai, English, French (Basic)	