

SEEFA POTIVANAKUL. | Interaction and Experience Designer

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Portfolio: seefa.space

I am an interaction designer with a background in robotics and a passion for creating inclusive, thoughtful experiences across digital and physical spaces. Skilled in design thinking, and participatory design approaches, I bring an experimental mindset, empathy, and creativity to multidisciplinary teams. I am motivated by meaningfulness and a desire to engage with complexity and design for sustainability.

HIGHLIGHTS

- Combines engineering expertise with creative, critical, speculative, and reflective design approaches
 - Experienced in participatory and co-design methods for inclusive and relational design
 - Designed interactive tools, services, and learning systems showcased in academic and public settings
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PROFESSIONAL EXPERIENCE

Innovation Solution Designer

Treeroots Entertainment Group Co., Ltd. | Apr – Jul 2022

- Researched emerging tech for virtual humans and AI in metaverse environments.
- Scouted innovative solutions and future partnerships aligned with immersive media development.

ATS Application Engineer

Alstom Thailand Ltd. | Sep 2021 – Feb 2022

- Supported the implementation of automated railway signalling systems.
 - Contributed to the development, configuration, and documentation of railway signalling systems
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EDUCATION

Umeå University, Sweden | 2023 – Present

MSc Human-Computer Interaction and User Experience Design

King Mongkut's University of Technology, Thailand | 2017 – 2021

BEng in Robotics and Automation Engineering (Second Class Honours)

SELECTED PROJECTS

Scaffolding Sensitisation (*Ongoing – Master's Thesis*)

Role: Researcher

Explored how designers encounter and navigate with more-than-human design to support sustainable coexistence. Proposed a scaffold to sensitise designers to more-than-human complexities, especially relational awareness and critical reflection in design practice.

Impact: Contributed to sustainable and posthumanist HCI by creating tools that support ethical reflection and relational awareness in design practice.

Nightenlorth

Role: Interaction Designer & Researcher

Designed a smart urban lighting intervention for safer forested pathways at night in Umeå. Used participatory and feminist design methods including autoethnography and co-design workshops with local users.

Impact: Proposed interactive urban objects that support inclusivity and embodied safety. The project was recognized as a strong example of feminist design in public space and sparked discussions around gender-inclusive urban planning.

Reactants (*Bachelor's Thesis*)

Role: Designer & Developer

Created an educational board game with tangible interaction, built with Unity and Raspberry Pi. The game teaches chemical reactions through play, using sensors, LEDs, and visual feedback.

Impact: Boosted engagement and comprehension among high school students. Usability testing showed increased motivation and enjoyment in learning complex scientific content.

SKILLS

Design Methods and Approaches

User Research & Usability Testing | Interaction & Experience Design | Wireframing & Prototyping (Low to High Fidelity) | Information Architecture | Journey Mapping & User Flows | Accessibility & Inclusive Design Principles | Participatory & Co-Design Methods | Service Design | Speculative & Critical Design | Tangible & Multisensory Interaction

Technical and Prototyping Skills

Figma | Adobe XD | Miro | Unity | Raspberry Pi | Arduino | Python | C/C++ | Physical Computing & Sensor Integration | HTML/CSS (basic)

Soft Skills

Interdisciplinary Collaboration | Empathy & Active Listening | Reflective & Ethical Mindset | Visual & Verbal Communication | Creative Problem Solving | Adaptive Thinking | Critical Design Thinking | Workshop Facilitation

CERTIFICATIONS

Google UX Design Professional Certificate

Coursera | June 2023

LANGUAGES

Thai – Native | **English** – Proficient (IELTS Band 7.0) | **Swedish** – Beginner