

# Ame Wongsa

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## EDUCATION

### **The University of Texas at Austin**

*Austin, TX*

Master of Science in Information Science  
Focus: Information Architecture, User Experience

*May 2010*

Bachelor of Science in Neurobiology & Human Biology

*Dec 2006*

## EXPERIENCE

### **Mutual Mobile**

*July 2010 - Present*

*Interaction Designer*

*Austin, TX*

Designed user interfaces for iPhone, iPad, Android, mobile web, and web applications.

Strategized with stakeholders and experts to translate client's vision into information architecture and UI design.

Initiated and successfully integrated user research into application design process within the company. Trained designers in research methods. Utilized contextual inquiries, interviews, surveys, and card sorting to understand application users.

Communicated research and design ideas through user stories, scenarios, personas, sitemaps, concept models, workflow models, wireframes and other design deliverables.

Refine design solutions through iterative design and testing of interactive prototypes.

### **Center for Computational Biology & Bioinformatics, UT**

*April 2008 - June 2010*

*Interaction Designer & Front-end Engineer*

*Austin, TX*

Structured information architecture, developed website, performed heuristic evaluation and cross-browser testing. Improved site navigation and coordinated efforts that lead to a 130% increase in site accessibility.

Built an interactive map and search interface for biological structure patterns of RNA. Performed usability tests with targeted user groups and improved application UI.

Built user-friendly web applications to facilitate analysis of complex data and support marketing and PR resulting in more effective grant proposals. Identified solutions to present multi-faceted biological data graphically and to translate and connect multiple data formats. Publications for applications are in progress.

### **Open Text**

*Aug 2009 - Jan 2010*

*Usability Consultant*

*Austin, TX*

Conducted lab and remote usability tests on enterprise CMS for social media. Recruited participants, moderated test sessions, collected and analyzed data and session videos. Identified critical design issues and provided actionable recommendations. Provided client with reusable test plan and setup for remote usability testing.

### **College of Pharmacy, UT**

*Dec 2005 – April 2008*

*Researcher*

*Austin, TX*

Performed experiments investigating olfactory working memory in rats. Designed experimental protocols. Performed statistical analysis. Created lab website.

## SKILLS

Flex, Flash, ActionScript 3.0, HTML, CSS, JavaScript, PHP, MySQL, XML, XSLT, DTD, Subversion, Wordpress, Drupal, Photoshop, Illustrator, InDesign, Omnigraffle, Morae, SPSS, Fluent in Thai.

## ACHIEVEMENTS

Semifinalist in Adobe Design Achievement Award in the Application Development category, 2010.

Graduated with High Honors from UT Austin, 2006.

Undergraduate Research Fellowship Award, 2005-2006.

UT Collage Scholar Award, 2002-2006.

## CONFERENCES

"Timeline Interactive Multimedia Experience (TIME): On Location Access to Aggregate Event Information," JCDL 2010.

South by Southwest Interactive, 2010.