



Paweena 'Bo' Attayadmawittaya
 User Experience Designer + Dot Connector
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EXPERIENCE

Product Designer at Uber Technologies
 February 2016 - Present | San Francisco, CA

UI/UX Design Lead at Nuance Communications
 June 2011 - December 2015 | Sunnyvale, CA

- Lead UI/UX Designer in the Strategy, Design & Innovation team. Work on an array of next-generation multi-channel user experiences.
- Collaborate in a development of AI solutions. Designed several virtual assistants' personas—defined visuals and motions—to echo with clients' brand visual identities and core values.
- Primary "Story Teller" of the team. Design user journeys, interactions and user interfaces, conceptual motion graphic demos, and rapid prototypes to spark a conversation & pitch ideas to clients, licensees and partners, such as Apple, Samsung, Domino's, USAA, Ford, Audi, etc.
- Design intuitive experiences and deliver pixel-perfect interfaces for Nuance's Mobile, Enterprise, and Healthcare products.

Junior Art Director at School of Thought
 September 2010 - May 2011 | San Francisco, CA

- Worked on several Flash banners and clients' internal campaigns.
- Developed an interactive Flash deck showcasing the ad agency's work.

Freelance Designer + Artist + Consultant
 2008 - Present

- Bixbee: Brand Identity + Web + illustrations on schoolbag products.
- ArtRage: speed-painting artist for the app at art/tech events.
- Spire: Worked during the concept and developmental phase of Spire mobile app, to be used with the company's calm breath tracker.

SKILLS

Design

- UX/UI
- Art Direction
- Concept Ideation
- Storyboarding
- Motion Graphics
- Illustration
- Branding
- Typography
- Photography
- Photo Manipulation
- Sound Design

Software

- **Adobe Products:**
 (Illustrator, Photoshop, After Effects, Flash & InDesign)
- **Others:**
 Sketch
 Keynote
 Final Cut Pro
 Logic Pro
 FontLab
 Maya

Languages

- *I speak...*
 • English & Thai
- *I code...*
 • **Front-end Dev:**
 (HTML5, CSS3, jQuery & PHP)
 • **OOP:**
 • ActionScript 3
- *I understand...*
 • Musical Notation

EDUCATION

Academy of Art University | San Francisco
 BFA, Web Design + New Media, 2006–2010

HONORS & AWARDS

Appy Award

2015 | Food Category Winner:
 Dom, Domino's Virtual Assistant

Academy of Art University Spring Shows

2010 | Best of Show: PETA
 2010 | 1st in Digital Video: Why I Design
 2010 | Web & Interactive: Clarendon
 2009 | 1st in Digital Imaging : The Ants
 2009 | 2nd in Digital Audio: "Pum Pum Pum"

PATENTS

A Task Assistant

U.S. Patent Application 9524P17-0309.
 Filed Feb 2013. Patent Pending.

Task Assistant Having Multiple States

U.S. Patent Application 9524P12-0319.
 Filed Feb 2013. Patent Pending.

System and Methods for Providing a Voice Agent User Interface

U.S. Patent Application 13/632213.
 Filed Dec 2012. Patent Pending.

SOCIAL WORK

Rotary E-Club of Siam, Thailand, D3350

Charter President | 2014–present

Rotary Club of Silom, Thailand, D3350

Volunteer | 2004–2014

THINGS I'M INTO...

Delightful & serendipitous little things in life, patterns & rhythms, drawing things, being goofy, simplification, synchronicity, everyday wisdom, contagious laughter, mind reading(!), magenta, and bananas.