

Awassada Ariyaphuttrat

Creative Technologist + Computational Design

Portfolio: awassada.com

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Creative Technologist working at the intersection of sensing systems, machine learning, and human-centered design. Experienced in building data-driven products that integrate hardware and software to improve accessibility and decision-making at scale.

EXPERIENCE

Founder & CEO · IDEA (Social Enterprise)

Sep 2024 – Sep 2025 | Bangkok, Thailand

- Founded a social enterprise making design and technology accessible to small businesses in Thailand, where professional design services are often out of reach.
- Collaborated with the Thai Deaf Foundation to develop a Thai Sign Language recognition platform, applying computer vision and ML pipelines for real-time gesture detection.
- Conducted user-informed design with deaf communities to validate usability with 15+ users.

Product Designer · Essential Studio

Jan 2025 – Sep 2025 | Bangkok, Thailand

- Led multidisciplinary product and system design projects across physical and digital platforms, delivering end-to-end solutions.
- Built integrated design workflows (industrial, interaction, brand systems), reducing iteration cycles by ~20%.
- Translated strategy into scalable design systems, improving cross-platform consistency and delivery efficiency.

Senior Industrial Designer · Neuralis, Synaptrix Lab

Sep 2023 – Mar 2024 | New York, United States

- Designed an EEG-based interaction system for cognitive-controlled mobility, integrating hardware, signal processing, and UX.
- Translated brainwave data into real-time control inputs for users with paralysis.
- Built investor-facing prototypes that supported successful seed-stage funding efforts.

Product & Strategy Designer · Signature Brands

Nov 2023 – Aug 2024 | New York, United States

- Led brand consolidation strategy, contributing to \$3M+ revenue growth through retail expansion.
- Directed packaging and CAD pipelines for Asia manufacturing partners, improving production consistency by 50%.
- Led expansion of retail distribution across Macy's, Target, Walmart, and Nordstrom, increasing brand visibility and market reach.

Contract Designer · Colgate-Palmolive, FESCO, Liaigre

Aug 2023 – Sep 2024 | New York, United States

- Directed brand guidelines for Colgate-Palmolive North America R&D, aligning product and innovation pipelines across cross-functional teams.
- Built 200+ CAD prototypes, optimizing manufacturability and reducing production iteration cycles.
- Designed retail systems and digital showroom experiences for global markets (North America, Europe).

EDUCATION

Harvard University

Sep 2025 – May 2027
Cambridge, MA

Master of Design Engineering (MDE)

Coursework: Data Science II, Machine Learning, MIT Mobile and Sensor Computing

Parsons School of Design

Aug 2019 – May 2023
New York, NY

BFA Product Design, Honors

Minor: Business and Psychology

RESEARCH & LEADERSHIP

Research Assistant · Kempner Institute for the Study of Natural and Artificial Intelligence

Feb 2026 – Present

Developing tactile sensing gloves for robotic manipulation; projected ~50% improvement in learning efficiency.

Designer & Ops · Harvard XR

Oct 2025 – Present

Led digital platform for Harvard 2026 XR Conference with real-time multi-user interaction.

Exhibitor · Senior Planet Exhibition

Sep 2023

Exhibited "Alzheimer's Gardens," a multi-sensory project on memory and cognition.

Member · IDSA

Apr 2022 – May 2023

Led career panels and portfolio reviews, mentoring emerging designers.

SELECTED RECOGNITION

Best Use of Edge AI

MIT Reality Hackathon (2026)

Inventor

U.S. Patent Application No. 63/615,173 (2023)

Merit Award

International Design Challenge; Top 1,000+ applicants (2022)

TECHNICAL SKILLS

Design: Rhino 3D, SolidWorks, Keyshot, Figma, Adobe CC, D3.js, p5.js, Unity

ML / Data: TensorFlow, PyTorch, Pandas, OpenCV, MediaPipe, Google Cloud, AWS

Programming: Python, JavaScript, SQL, HTML/CSS, TypeScript, Node.js, React, Next.js

Hardware & Sensing: Arduino, Microcontrollers, Sensor Integration, Prototyping (EEG, Tactile Systems)