

# Punn Lertjaturaphat

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## Education

**Korea Advances Institute of Science and Technology**, Bachelor of Science with a Major in Industrial Design and a Second Major in Computer Science Aug 2021 – Feb 2026

- GPA: 3.76/4.3
- **Coursework:** Interactive Product Design, Introduction to Human-Computer Interaction, AI Prototyping, User Experience Design, Compiler Design
- **Honors:** Dean's List for Department of Industrial Design in Fall 2022, Spring 2023, Fall 2023

## Publications

**Hardware aware guidance for open-ended physical computing tasks with ad-hoc test generation** Under review, CHI 2026

**Inline Visualization and Manipulation of Real-Time Hardware Logs for Embedded Programs** EICS 2024

Andrea Bianchi, Zhi Lin Yap, *Punn Lertjaturaphat*, Austin Z. Henley, Kongpyung Justin Moon, Yoonji Kim  
10.1145/3660250

**StitchFlow: Enabling In-Situ Creative Explorations of Crochet Patterns With Stitch Tracking and Process Sharing** UIST 2025

Zofia Marciniak, *Punn Lertjaturaphat*, Andrea Bianchi  
10.1145/3746059.3747715

## Experience

**Undergraduate Intern**, Make Lab — Department of Industrial Design, KAIST July 2023 – Present

- Wrote and implemented a paper on integrating open-ended AI guidance into physical prototyping tutorials using in-situ visual cues and real-time software schematic parsing. The system was developed in C++ using the Qt Framework. The paper passed the CHI 2026 review phase with positive reviews and is my first first-author publication.
- Second author of StitchFlow, published at UIST 2025.
- Co-second author of Inline, published at EICS 2024, which received an Honourable Mention Award.

**Product Design Intern**, SortSoft / AxInvent, Daejeon July 2024 – August 2024

- Served as project manager for the company's early-stage website design.
- Led the creative direction for a user experience connecting art students with potential clients through hotel-based installations.

**Design Team Leader**, Department of Industrial Design Exhibition March 2025 – Present

- Oversaw design supervision and art direction for all exhibition assets.
- Assigned roles based on team members' strengths and facilitated team discussions.

## Awards

**iF Design Award 2025** [ifdesign.com/en/winner-ranking/project/oink/679863](https://ifdesign.com/en/winner-ranking/project/oink/679863)

- Developed a mobile banking experience grounded in child developmental psychology, simulating tangible money interactions to help children understand value.
- Conducted extensive UX research on child cognitive development to inform interaction and interface design.
- Project completed in collaboration with **NH Bank**.

## Third Place — Seoul Design Week 2023: Corporate + Young Designer Exhibition

[punnlert.github.io/kujungmaru](https://punnlert.github.io/kujungmaru)

- Designed upcycled furniture patterns and systems using defective wooden floor tiles, considering their lifecycle and eventual decomposition.
- Ranked **3rd out of 13 finalists** in the Young Designer Awards 2023.

## Projects

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### Lambda Studio: Sampling Sound with a Barcode Scanner

[punnlert.github.io/lambda-studio](https://punnlert.github.io/lambda-studio)

- Exhibited at Nexperium Shinsegae, Daejeon (Aug 2023 – Nov 2024)
- Built an instrument that uses a barcode scanner to record sound from object reflections and a built-in keyboard to play them as musical notes.
- Tools Used: Python, Physical Computing

### Roger, Roger: Rocket Shooting Game with Multi-Device Control

[punnlert.github.io/roger-roger](https://punnlert.github.io/roger-roger)

- Implemented a cooperative rocket-shooting game where multiple players jointly control a single rocket, requiring communication to navigate asteroid fields.
- Developed in JavaScript without frameworks; used P5.js for graphics and WebSocket for multi-device communication.
- Tools Used: JavaScript, P5.js, WebSocket

### Baobal: To-Do List App for Intentional Workaholics

[punnlert.github.io/baobal](https://punnlert.github.io/baobal)

- Designed a to-do list app that emphasizes both productivity and work-life balance.
- Conducted extensive UX research, followed by multiple rounds of user testing and usability reviews.
- Documented the project with a detailed UX research report.
- Tools Used: Figma

## Leadership and Activities

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### Design Team Leader, Kastle, KAIST

March 2023 – March 2024

- Responsible for graphic design of event posters and club merchandise.
- Supervised the visual direction of the social media department.

### Design Team Leader, KAIST Chronicle, KAIST

March 2023 – March 2024

- Designed event posters, magazine layouts, and club merchandise.
- Supervised the design team and collaborated with the web and social media departments.
- Increased the magazine publication volume by **50%** after joining, due to higher demand.