

Ploypilin (Ploy) Pruekcharoen

PhD student | Digital Media, Georgia Institute of Technology

Research: Human-Computer Interaction (HCI), Science and Technology Studies (STS), Design Research
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Education

Georgia Institute of Technology

August 2024 - Present

Ph.D. in Digital Media (Advisor: Dr. Yanni Loukissas)

New York University

September 2022 - May 2024

M.S. in Integrated Design and Media

Thesis: AI Through Your Lens: An Interactive Immersive Experience About AI Imaginaries

University of Washington

September 2018 - June 2022

B.S. in Human-Centered Design and Engineering

Publications

- [1] Investigating Tensions in Software Engineers' Communication Practices around Ethics through a Role Playing Activity
Ploypilin Pruekcharoen*, Xingyu Li*, Noura Howell, Richmond Wong
(Under Review)
- [2] Exploring Gender Bias and Harms of Generative Image AI Through Women's Narratives in Co-Design Fiction Workshop
Ploypilin Pruekcharoen, Mack Brumbaugh, Emilia Ruzicka, Ellen Simpson, Mona Sloane
(Under Review)
- [3] "What's going on in Accessibility Research?" Frequencies and Trends of Disability Categories and Research Domains
Ather Sharif, **Ploypilin Pruekcharoen***, Thrisha Ramesh*, Ruoxi Shang, Spencer Williams, Gary Hsieh
ASSETS '22

Research Experience

Interdisciplinary Media Arts Center, Georgia Institute of Technology

August 2024 - Present

Graduate Researcher (Research Advisor: Dr. Yanni Loukissas)

Atlanta, GA

- Conducted evaluations of interactive systems using contextual inquiry and thematic analysis to assess how data representation shapes emotional and embodied responses.

Creating Ethics Infrastructures Lab, Georgia Institute of Technology January 2025 - Present
Graduate Researcher (Research Advisor: Dr. Richmond Wong) *Atlanta, GA*

- Co-led research exploring AI practitioners' perspectives on Emotion AI ethics through speculative design and role-playing methods.
- Conducted interviews and role-playing studies to examine software engineers' communication practices around AI ethics.

Sloane Lab (Responsible AI Research Group) November 2022 - January 2025
Researcher (Research Advisor: Dr. Mona Sloane) *New York, NY*

- Designed and conducted mixed-method studies (interviews, co-design workshops, surveys) with 50+ participants across HR, design, and motion capture; applied statistical and thematic analysis to synthesize insights into responsible AI practices.

Industry Experience

Agoda (Booking Holdings) June 2023 - August 2023
Product Design Intern (Travel Platform Team) *Bangkok, Thailand*

- Applied user research insights and data-driven solutions to enhance cart feature for 86M users, contributing to +20% incremental bookings.
- Collaborated closely with PM, engineers, and designers to align on strategy, execution, and feasibility.

KLOA (NLP Startup for Mobile-Typing Interfaces) June 2022 - August 2022
UX Design Intern (Sole Designer) *Seattle, WA*

- Improved cross-team design efficiency and streamlined development by delivering stylesheet components for a contextual prediction keyboard that enhanced mobile typing interfaces.

Teaching Experience

Instructor, Principle of Visual Design Fall 2025
Georgia Institute of Technology

- Instructed an undergraduate studio course on visual design basics required to clearly and effectively communicate ideas on a wide variety of platforms.

Teaching Assistant, Observation and Creativity in Design: How to Look Better Fall 2020
University of Washington

- Mentored undergraduate students in observation for creative practices.

Talks and Panels

Panel, 4S Conference (Society for Social Studies of Science)

September 2025

Yanni Loukissas, **Ploypilin Pruekcharoen**, Emily Weigel, Miles Appleton, Sylvia Janicki

- Title: How to Feel Microplastics: Designing an Affective Data Setting

Awards and Honors

NYU Graduate School of Engineering Scholarship

2022 - 2024

- Recognized for outstanding academic achievements.
- Awarded 12,000 USD per year.

NYU Prototyping Fund

2023

- Received a microgrant from NYU MakerSpace to build *Sensory Regulation Vest*, which incorporates multisensory experience to help people with sensory processing disorders.

Human-Centered Design & Engineering (HCDE) Capstone Award

2022

- Won the Innovation and Willingness to Take Risks award for Best Undergraduate Capstone (Project: XR Library, sponsored by HCDE and STMicroelectronics).

Royal Thai Government Scholarship

2017

- Scholarship recipient for science and technology studies.

Skills

Qualitative Research

Interviews, Focus Groups, Ethnography, Field Studies, Usability Test, Journey Mapping, Coding, Thematic Analysis, Affinity Mapping

Quantitative Research

Surveys, Data Visualization, Python, R, SQL, Tableau

Web skills

HTML, CSS, JavaScript

Relevant Graduate Level Courses

Global Culture of Computing

Digital Media Studies

Historical Approaches to Digital Media

HCI and Design Research

Creative Coding

Responsible Conduct of Research

Qualitative Research Methods

Mobile AR Studio

Introduction to Machine Learning