Varis Niwatsakul
Design Analyst

EDUCATION
Master of Fine Arts,
Design (Human-Computer
Interaction)
Full scholarship
Stanford University
Palo Alto, CA

Bachelor of Science,
Architectural Design
Chulalongkorn University
Bangkok, Thailand

Varis is a **user experience designer** and a human-centered design advocate interested in unleashing the power of architecture to be a flexible and desirable and spatial toolbox for augmenting human cognitive and physical capabilities—not simply a rigid container. Drawing on his architecture background and human-centered design research at Stanford's Hasso Plattner Institute of Design (aka the d.school), his practice is rooted in the rigorous unpacking and synthesizing of complex human factors into meaningful and actionable insights that inform results-driven interventions. Varis worked as an architect, a strategic planner in branding and advertising, and an interaction designer before joining PLASTARC as a design analyst.

PLASTARC EXPERIENCE

Tools & Methods
Internal
Develop visual and narrative systems to represent PLASTARC's research findings and design its recommendations in compelling and effective ways. Streamline how different levels of information are selected, analyzed, interpreted, and represented to help ensure a seamless connection between the company's rigorous research methodologies and a high-quality user experience of its reports.

Informatica
Redwood Shores, CA; research globally
This multisite research project included workplace strategy consulting for the company's headquarters; advising on international site selection and future workplace programming; and post-occupancy evaluation in its new locations. This research informed PLASTARC's recommendations for company-wide workplace policies and standards.

OTHER EXPERIENCE

BBDO
Bangkok, Thailand
Assisted in a groundbreaking business pitch for Honda by creating a paradigm shift strategy that explored the value of millennial customers to the launch and positioning of Honda Jazz in the subcompact category using integrated platform-based strategies and other creative solutions.

Stanford Crowd Research Collective
Stanford University
Palo Alto, CA

As a user experience designer, led the design process for Daemo, a research-driven crowdsourcing platform. Assisted this research- and engineering-intensive culture in finding the right way to make value-based connections to potential customers quickly and compellingly by using the power of iterative design and prototyping.

Stanford SHAPE Lab
Stanford University
Palo Alto, CA

As an interaction concept designer, worked with a mechanical engineer on exploring compelling use cases for a new class of swarm interface with a human-centered and iterative design approach. Completed multiple rounds of pairs brainstorming and numerous independent sketching sessions.

Design Worldwide Partnership
Bangkok, Thailand

As an architect, worked on an architecture team with interior designers to deliver design research; concept, architectural, interior, façade, and urban designs; tender packages; construction documentation; 3D modeling; CAD drawings; FF&E; and sketches and drawings to clients.

PUBLICATIONS

Bang: Conflict Zones
2011

This publication documented an investigation of various manifestations of conflict in Berlin, Germany through architectural projects and installations.

HONORS & AWARDS

Stanford Department of Art & Art History
Full Tuition Fellowships
2015-2017

PLASTARC