

SUMONTHIP (MONI) GMITRO

Product Design Practice Lead | Agile Digital Transformation Coach
Transformational Leader | Human Factors Engineer

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PROFESSIONAL SUMMARY

Sumonthip (Moni) Gmitro is currently a Product Design Practice Lead at Boeing, leading a team of Product Designers in the Digital Transformation Environment organization. Moni was recently named as a Boeing Designated Expert in User Experience. Moni is an experienced User Experience (UX) Researcher and Designer in aviation and healthcare industries. Moni is actively implementing a transformational leadership model to encourage, inspire and motivate team members and leaders to innovate and create change that will help grow and shape the future success of the company. Moni received an M.S. in Industrial Engineering. She also holds a B.A. in Engineering Management from Thammasat University. She is a committee member of User Experience Day at Human Factors and Ergonomics Society which strives for UX leadership development among UX industry professionals and students. She is also a board member of General Assembly User Experience Design Standard.

PROFESSIONAL EXPERIENCE

Product Designer 4 & Product Design Practice Lead

October 2019 – Present

Delivery & Execution

- Implement the improvised version of SMART goals and 70/20/10 career development model to coach and mentors UX practitioners on driving down accountability to the team and individual levels through
- Provide mentoring to UX design employees to grow the discipline of user-centered design and agile software development methodology through implementation of skills development plan and industry maturity model
- Guide more junior team members in strategy, alignment, analysis, and execution tasks
- Conduct weekly/bi-weekly reviews, reviewing individual development plans and providing performance feedback that drives achievable-stretched goals and measurable actions
- Foster collaboration with team members to drive value and identify and resolve impediments
- Prioritize incoming requests from business partners and stakeholders through an implementation of service pipeline process to effectively tailor talents to meet expected business outcomes
- Advocate for the end user and stakeholder by becoming associated with the product, empathizing with and understanding user needs
- Lead Boeing User Experience Community of Excellence, Product Designer Community on Mattermost and Charleston User Experience MeetUp group on learning activities around modern software design and development core practices
- Establishes a learning environment and culture that promotes sharing user experience knowledge across Boeing through enterprise user experience community

Strategy & Planning

- Guide organization and portfolio priority decisions though balancing user research data with business needs
- Collaborate and partners with User Experience practitioners across enterprise on Design Operations as an enabler for UX community and drives towards a unified UX strategy at Boeing
- Partner with enterprise software teams and R&D team project teams to oversee and perform user-centered design activities that actively involve users throughout all phases of a project to ensure product usability, user adoption and product scalability
- Present design concepts and assumptions, user needs, and design rationale to multidisciplinary teams, as well as to key stakeholders and business partners to inform decision on priority at portfolio level
- Engage with software development teams across EMOM Process Performance portfolio and BR&T Data Analytics team to consult on Product Design tactics for effective operation of IT and R&D

User Experience Specialist 2 – The Boeing Company

March 2015–August 2017

- Led and partnered with product managers, product owners, developers and functional engagement representatives on Agile development projects to create product that are useful, usable and desirable.
- Analyzed user requirements by performing interviews, observations and task analysis to identify task sequences and designs future task execution. Executed and perform user-centered design activities
- Translated requirements into a user interaction design by applying usability, human factors and user interface design principles to create a user interaction design prototype that efficiently and effectively supports the business need and user work
- Evaluated and measured the usability of products by performing activities such as informal and formal usability testing and heuristic reviews. Applied human factors, usability and user interface design principles to identify and diagnose usability problems. Measured performance against usability goals
- Consulted with and coached others in the user-centered design process and usability engineering methods. Identifies and provides associated training resources
- Led the development of Design Thinking training and facilitated Design Thinking workshops to drive out innovative ideas and solutions that improve factory and engineering efficiency

Graduate Research Assistant

Design of a sign-out process to Improve Surgical Safety

January 2012–August 2014

This research succeeded to use electronic devices (desktops and tablets) to improve the usability of the surgical sign out process used in the OR at Greenville Health System.

Improving Coordination in Perioperative Services

January 2013–August 2014

This research proposed to use mobile technology, learning systems, data analytics, education, and training to enhance cooperation and coordination of staff within and across perioperative services.

Organization of Information for Reversible Causes of Pulseless In-Hospital Cardiac Arrest: A Randomized Control Trial Using Cognitive Aid

August 2011- August 2013

This study focused on the design and organization of the reversible causes of an in-hospital cardiac arrest that are displayed using an iPad-based decision support application known as Rapid Rescue.

Graduate Teaching Assistant

January 2012–May 2014

- Preparing lab content and instructing undergraduates for each session of the semester
- Responsible for the following 2 classes for 4 semesters.
 1. *System Design 1 (IE 201 - Supervisors Joel S. Greenstein PhD., Kevin Juang, PhD.)*
 2. *Design and Analysis of Work Systems (IE210 - Supervisor: A. Joy Rivera, PhD)*

INTERNSHIP

March 2010–June 2010

Hochschule Ravensburg-Weingarten (University of Applied Sciences), Germany

Research Topic: Human Resources and Development (Collaboration of BMW)

SELECTED RESEARCH

2019 Human Factors & Ergonomics Society (HFES) Annual Meeting (Seattle, WA)

Research Topic: How to Succeed In Industry (As A UX Researcher): Strategies and Skills to Maximize Your Impact
Madathil, K., Acemyan, C., Bartha, M., Melroy, D., Rochelle, E., Gmitro, S. C., & Harper, C.

2018 Global Product Data Interoperability Summit (GPDIS)

Research Topic: Application Of User-Centered Design Methodology to COTS

2017 Global Product Data Interoperability Summit (GPDIS)

Research Topic: Adopting User Experience In An Agile Environment

2015 Human Factors & Ergonomics Society (HFES) Annual Meeting (Los Angeles, CA)

Research Topic: [Design of a Sign-Out Process to Improve Surgical Safety](#)
Gmitro, S. C., Greenstein, J. S., & Wilson, R. P. (2015, September). Design of a sign-out process to improve surgical safety. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 59, No. 1, pp. 596-600). SAGE Publications.

2011 International Conference on Economics, Business and Marketing Management (CEBMM 2011) in Singapore

Research Topic: [Measure for Entrepreneurial Intention of Young Adults in Thailand](#)

Rittippant, N., Kokchang, W., Vanichkitpisan, P., & Chompoodang, S. (2011, September). Measure of entrepreneurial intention of young adults in Thailand. In *Proceedings of the International Conference on Engineering, Project, and Production Management (EPPM 2011)* (pp. 20-21).

EDUCATION

Graduate Level	CLEMSON UNIVERSITY
2011-2014	M.S. in Industrial Engineering (Human-Centered Design Lab)
Undergraduate Level	THAMMASAT UNIVERSITY (Bangkok, Thailand)
2007-2011	Sirindhorn International Institute of Technology (SIIT) B.S. in Engineering Management

PROFESSIONAL AFFILIATIONS/CERTIFICATIONS

- [User Experience Certified # 1008131](#) – Nielson Norman Group
- Boeing Designated Expert in User Experience
- 2019 Knowledge Sharing Awards: Knowledge Sharing across User Experience, Human Factors and Ergonomics Community
- General Assembly User Experience Design Board Member
- Leader of Charleston User Experience MeetUp Group
- Steering Committee Member of User Experience Day: UX Career Development at HFES
- Member of Human Factors & Ergonomics Society (HFES)

HONOR SOCIETY

Alpha Pi Mu (Industrial Engineering Honor Society)

ACADEMIC PROJECTS

- Design Process to Streamline Court Day for Traffic and Criminal Matters in the Clemson University Municipal Court
- Design a Website for Disseminating Useful Information to Clemson HFES Members and the Larger HFES Community
- Usability Evaluation of a Burger Studio Kiosk at Clemson University

Skills

Transformational Leadership | Resource Allocation | Business Prioritization | Stakeholder Management | User-Centered Design | Talent Recruiting | Team Leadership | Statistical Data Analysis | Experimental Design | Conducting User Interviews | UI Principles | Personas & Scenarios Development | Task Analysis | Card Sorting | Heuristic Evaluation | Agile Development | Designing & Prototyping Interaction Design | Cognitive Walkthroughs | Field Observation | Study | User Recruitment | Focused Group | One-On-One Interview | Qualitative/Quantitative Research | Interaction Design | Design Thinking | Rapid Iterative Testing | Human Mind & Usability | LEAN UX | Scrum | Effective Ideation Techniques for UX Design | Complex Applications and Websites 1 & 2 | Usability ROI | Mobile User Experience | Data Analytics | Big Data Visualization | Design for VR & AR | Story Telling | Facilitation | Coaching and Consulting | SAFe | Agile Software Development | Design Operations | Design Systems

Software Skills

HTML | Adobe Photoshop | Visio | Google Sketches | SPSS | R | Ranper | Heter | Blend for Visual Studio | Illustrator | Axure | iRise | Sketch | inVision | C++ | Illustration | AdobeXD | Visual Studio | Miro | JIRA | TFS | Flinto | Figma