

# Sorachai Kornkasem (Sor), Ph.D.

Cognitive Scientist | Architect | Educator

*5+ years research in visuospatial cognition, behavior, & intelligent technologies*

*2.5+ million square feet completion of workspace & built environments for 200K+ users*

*Qualified and experienced professional with 10+ years in architecture, design, & construction industry*

New York, NY 10011

Bangkok, Thailand 10230

[drkornkasem@gmail.com](mailto:drkornkasem@gmail.com)

## EXPERIENCE

### Design, Research & Learning Expert, New York & Bangkok

MAY 2018 –

Provide design consultation and planning strategy various projects and a part time lecture.

### Design & Research Consultant, Atelier-Lumiere Inc., New York, NY

AUGUST 2010 – APRIL 2018

Developer of architectural lighting experiences with buildable details for interior and exterior environments from design to production phases. Shaped and balanced client and user goals/preferences to enhance the impact of lighting (design, quality and technology) at both human scale and larger communal settings. *Produced over 300 unique architectural lighting features and key projects include Sheraton Tribeca, Four Season NYC, 9/11 Memorial Gift Store, DKNY Las Vegas, Argo, and private residents.*

### UX Researcher Intern, Tiggly, New York, NY

JANUARY - MAY 2017

Assisted Chief Learning Officer to achieve learning systems and journeys for 2-8 years old children by integrating physical play into digital tablets. Supported the development of QA, research protocols, play-test sessions' observation, A/B testing, and competitors' assessment.

### Researcher, Institute for Learning Technology, Columbia University, NY

SEPTEMBER 2011 – DECEMBER 2016

Part of research team focused on the advancement of cognitive, perceptual and psychological research inquiries. Provided and assessed theoretical assumptions of human interaction with rapidly changing technology through research iteration processes. Prioritized research objectives and collaborated with all stakeholders resulting in overall smooth execution of the projects. Developed stimulating methodologies to target appropriate levels of users' interaction and engagement, and detect user behavior sensitivity. Undertook peer-reviews, prepared and presented research insights and findings for publications and conferences.

### Project Manager & Design Consultant, PLAN Architecture, PLLC, New York, NY

JANUARY 2007 - MAY 2017

Managed and implemented overall architecture, interiors, and strategy integration for non-profit to residential clients. Led design direction, space planning, construction documentation and administration. Generated qualitative and quantitative user surveys to influence design vision reflecting clients' values and community engagement. Re-envisioned clients' customized workspace direction and facilitated planning strategies to increase over 150% productivity and reduce over 1/3 maintenance cost. Identified unique keys of human factors and interaction with surroundings and translated findings into the better human dwelling experiences, resulting in unique collaborative spaces in various typologies through various qualitative and quantitative user surveys. *Completed over 450K SQ.FT. of construction areas for non-profit projects to commercial and residential and key projects include Teach For America, City Harvest, TNTF, NYC commercial developments, and private residences.*

### Project Manager, INARCH Architecture, PLLC, New York, NY

SEPTEMBER 1997 - NOVEMBER 2006

Started as a Technical Architect and progressed to Project Manager. Researched, designed and managed projects for corporate business sector, retail and educational clients from initial goals to post-occupancy evaluation. Incorporated organizational, technological, and user parameters to increase organization's productivities, sustain facility management, and lower maintenance cost. Led multiple teams to develop and deliver over 20 construction documentation packages

## LINKEDIN PROFILE

## SKILLS

Experimental Design

1-on-1 Interview, A/B Testing

Behavioral Analysis, SPSS

Learning Analytics, Creativity

Embodied Cognition, HCI

Design Thinking & Sprint

Project Management, Facility

Workspace & Hospitality

Urban & Community Design

Green Building Assessment

3D Modeling, CAD, Sketchup

Adobe CC, Freehand

Rugby, Volleyball, Coaching

Photography, Thai Cooking

*AR VR AI Enthusiast*

*SQL & R Learner*

## PUBLICATIONS

**15+ Academic Articles** and posters for proceedings, conferences, and journals

**50+ Articles** Green Living City, Dailynews & Design Magazines (*Thai*)

**Design Columnist** Startup Thailand Magazine, National Innovation Agency, Thailand

**Text Editor**, Resorts by Thai Architects, LiZenn

on time, with unforeseen field conditions revisions. Pioneered and implemented a technical library system of over 100 architectural details for internal organization efficiency. *Completed more than 1.5M SQ.FT. of built workplaces and key projects include Revlon, A&E, Bessemer, Atlantic Trust, Amaranth, NYU Law School, Saatchi Saatchi, Saks Fifth and DKNY.*

## OTHER ROLES

**Project Coordinator**, HLW International (Architecture), New York, NY (2010)  
**Design Studio Lecturer**, Thammasat & Chulalongkorn Universities, Thailand (2008)  
**Digital & Research Assistant**, GSAPP, Columbia University, New York, NY (1997)  
**Lecturer & Research Assistant**, Chulalongkorn Faculty of Architecture, Thailand (1994-95)  
**Junior Architect**, Architects 49 Ltd., Bangkok, Thailand (1994)  
**Architectural Designer Intern**, Korridor Ltd., Bangkok, Thailand (1992-94)

## SELECTED ACHIEVEMENTS

### Research

**20+ Pilot Studies** Led & assisted, resulting in successful research projects.  
**200+ Lab Sessions** Conducted, walkthrough, observed, and 1-on-1 Interviewed.  
**10+ Learning Plans** Implemented with creative materials based on user feedbacks.  
**20+ Organizations** Collected clients insights (with mixed method research) through survey and 1-on-1 interview.  
**Due Diligence Reports** Implemented and recommended for clients's best interests & growth.  
**20+ Guest Lecturers & Design Critics** Invited to present lectures and evaluate students' works.  
**LEED AP** USGBC, Leadership in Energy and Environmental Design.

### Architecture

**2.5+ MILLION SQ.FT.** Completion of built workplace and livable spaces.  
**10000+** Designed architectural details and lighting features for construction and productions.  
**100+ Construction Documentation/Specifications.** Led, collaborated, and delivered on time.  
**80+ Bid Packages.** Evaluated & Leveraged to save clients' construction cost.  
**Design Detail Library System.** Implemented for internal organization efficiency.

## SELECTED PROJECTS

### Research

3D Modeling Visual & Spatial Thinking Skills Training Program  
NSF Grant with WNET-13 Cyberchase for an Educational Math Game (digital tablet, 8-9 y/o)  
LEGO Mindstorms & Programing through Embodiment (7-10 y/o)  
Grounded Learning Experience in Physics with Haptic Feedback Operators  
Tiggly Competitor Usability Research on Amazon.com  
Green Guide, The Association of Siamese Architects under Royal Patronage  
Waterfront Community Chao Pra Ya River Study & Analyses, Royal Thai Government  
**Architecture**  
Teach For America, City Harvest, Revlon, Booz Allen Hamilton,  
Chase Bank Amenities, ABC World News, Bessemer Trust, Atlantic Trust, Amaranth,  
Saatchi & Saatchi, A&E, NYU Law School, Saks Fifth Avenue, Idea To Go, TNT, P,  
9/11 Memorial Gift Store, DKNY Las Vegas, Sheraton Hotel Tribeca, Four Season, Argo,  
NYC Commercial Development and Private Residences

## EDUCATION AND QUALIFICATIONS

**Ph.D** in Cognitive Science, **Columbia University**, NY  
**Ed.M** in Educational Psychology, **Columbia University**, NY  
**M.Sc** in Architecture & Urban Design, **Columbia University**, NY  
**M.Arch** (Fellowship) in Behavior & Environment, **University of Illinois**, IL  
**B.Arch** (Distinction), **Chulalongkorn University**, Thailand

## HONORS & AWARDS

**Leader** Gotham Volleyball Organization, New York  
**Academic Award** Columbia, Illinois, Chulalongkorn  
**Design Awards** Lighting Design, Conference Center, Residential A/V Systems.  
**Teaching Accomplishment** Chulalongkorn University  
**Elected President** Chulalongkorn Architecture Students Council  
**Gold Medalist, MVPs & All Stars**, Rugby & Volleyball

## VOLUNTEER

Gotham Volleyball & Gotham Knights Rugby Club  
9/11 Ground Zero Site Community Support  
Hell's Kitchen South & the High Line, Design Trust for Public Space  
Education Committee  
Technology & Environment, The Association of Siamese Architects under Royal Patronage

## PHD DISSERTATION

Developing Visuospatial Thinking Skills

*Advisors:*  
*John B. Black*  
*Barbara Tversky*