

# NETHAN SUPAKITCHUMNAN

## AI CONSULTANT

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### SUMMARY

Data & AI Consultant with a multidisciplinary background spanning data science, data-driven design, and applied AI systems. Experienced in translating complex data and AI capabilities into clear, actionable solutions that create business and societal value. Strong in stakeholder collaboration, problem framing, and responsible AI practices, with hands-on experience in analytics, machine learning, and AI-enabled decision support. Combines technical depth with a human-centered, strategic mindset in client-facing environments.

### TECHNICAL SKILLS

Data Analytics	Python (Machine Learning)	Power BI (Dashboard)
User Research	AI Tools (Prototypes)	Business Intelligence (Reporting)
AI Strategy Design	Critical Thinking in AI Ethics	Design Thinking

### PROFESSIONAL EXPERIENCE

#### Nederlandse Datakluis Utrecht, Netherlands

Sep 2024 - Jun 2025

- Led design research and delivery of three AI-enabled prototypes (operational dashboard, conversational chatbot, and voice assistant) to support user engagement with personal data.
- Led structured user testing across three iterative sprints with 20+ participants, translating qualitative and quantitative insights into concrete system improvements that strengthened user trust in AI-supported data ownership, transparency, and privacy controls

#### Creative Playground Wyoming, USA

Feb 2021 - Dec 2024

- Designed and delivered integrated marketing and branding solutions by combining creative strategy, digital design, and technical execution.
- Provided cross-functional expertise spanning branding, marketing technology, and implementation.

### EDUCATION

#### Master in Data Driven Design

Aug 2024 - Jun 2025

#### Utrecht University of Applied Sciences

- Applied Data Science for product and operational decision-making.
- Training in Human–AI Interaction, Applied Research, Statistical Methods, and Data Ethics.
- Strong capability in translating complex data into user-friendly tools, dashboards, and decision frameworks.

#### Bachelor of Industrial Design

Sep 2005- May 2010

#### California State University, Long Beach

- A solid foundation in human-centered design, systems thinking, and converting complex problems into practical, user-centric solutions.

### PROJECTS

#### Fine-tuning LLM model (Optimization)

- Fine-tuned a lightweight LLM using PEFT techniques, optimizing for domain-specific data with only 0.1% parameter updates, resulting in a 43% reduction in training loss and enabling efficient on-device deployment with a memory footprint under 2GB.

#### Local Data Pod with On-Device LLM (AI Strategy, Privacy)

- Designed a user-centric data architecture where individuals maintain control over their attributes and interest profiles through a secure personal data vault.
- Proposed and developed a solution that runs a large language model locally within the personal data vault. By processing requests within the user's controlled environment

#### RAG-Powered Chatbot Prototypes (Gen AI)

- Built and evaluated multiple AI assistants (chat and voice) using RAG pipelines.
- Focused on prompt engineering, transparency, and responsible AI guardrails for user-aligned outputs.

#### AI-Assisted Triage and Decision-Support Prototypes (Healthcare Assisted AI)

- Developed applied AI concepts combining machine learning, conversational AI, and computer vision to support patient triage
- Evaluated system limitations, human-in-the-loop escalation strategies, and risk boundaries in high-stakes contexts
- Assessed ethical, safety, and operational considerations for AI-supported decision-making

### ADDITIONAL INFO.

- Languages:** English, Thai, Mandarin.
- Certifications:** Google Data Analytic, Google UX/UI, Google Project Management.
- Awards/Activities:** HackathonPower of Europe (2025), Volunteer Rotaract Club (2025), Chiang Mai Design Judge panel (2022),