

Gregory Axton

UX & Interaction Designer

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PROFILE

I'm a UX and interaction designer with a background in visual design and teaching. I like getting to know the people behind a problem and making complicated things easier to understand and use. My work has taken me from school admissions to research on explainable AI in healthcare. I bring that curiosity, along with an MSc from Chalmers, to the teams I work with.

PUBLICATION

Design for integrating explainable AI for dynamic risk prediction in prehospital IT systems

AHFE International Conference - 2023 - DOI: 10.54941/ahfe1004199

CORE SKILLS

UX & Interaction Design: End-to-end UX, interaction design, user flows, wireframing, high-fidelity prototyping.

Service & System Design: Ecosystem mapping, service blueprints, cross-functional alignment, design hand-off.

Research & Usability: User interviews, qualitative research, usability testing, accessibility (WCAG), XAI integration.

Collaboration: Agile workflows, cross-functional teams, stakeholder management, and design facilitation

Tools: Figma, FigJam, ProtoPie, Miro, Maze, Webflow, Adobe CC, Blender.

EXPERIENCE

Phangan Horizons School | UX & Service Designer

May 2025 – Jan 2026

Koh Phangan, Thailand

- Working on making school admissions easier for families and the staff who support them, from the first website visit through registration. Project currently paused.
- Mapped how admissions works day to day, looking for repeated paperwork, gaps in information, and tasks that could be simpler.
- Reworked the admissions and registration steps to help families understand what comes next and reduce repetitive tasks for staff.
- Designed and built the school website, organising admissions information and navigation around what families need to know.
- Turned paper forms into digital registration steps to make information easier for families to submit and staff to manage.
- Brought School Bright and Google Workspace into the school's day-to-day work for registration, communication, and shared documents.
- Planned how staff could use iPads for registration and everyday administration.
- Worked closely with school leaders and administrative staff to make sure the designs fit the way the school works.

Stack: Figma, FigJam, Miro, Webflow, Adobe CC.

Independent Research & Design Practice | UX / Interaction Designer

May 2023 – Apr 2025

Gothenburg, Sweden

- Published and presented research at AHFE 2023 on how explainable AI can support risk prediction in prehospital care.
- Explored how interface design can help people understand and trust automated systems through self-directed concept projects.

Folkuniversitetet | Lecturer in 3D Design (Part-time)

Feb 2016 – Jan 2017

Gothenburg, Sweden

- Taught 3D design through practical workshops, breaking down complex software tools into steps students could follow and try for themselves.
- Worked with fellow educators to plan lessons, teaching materials, and hands-on student projects.
- Made 3D examples and visual guides to help students see how the techniques worked.

Stack: Adobe CC, Quixel Mixer, Quixel Megascans, Blender, Autodesk Maya.

Freelance | 3D Designer & Visual Consultant

2012 - 2015

Remote

- Created 3D assets, motion graphics, and interactive visuals for product launches and digital campaigns.

Stack: Miro, Adobe CC, Blender, Maya.

Asian Development Bank (ADB) | UX Designer

Aug 2011 – Dec 2012

Bangkok, Thailand

- Designed digital interfaces and user flows for an ASEAN-wide climate awareness initiative across 10 countries.
- Worked alongside policy, communications, and design colleagues to make climate information easier to access and engage with online.

Stack: Adobe CC, Final Cut Pro, Blender, Autodesk Maya, WordPress.

EDUCATION

MSc Interaction Design and Technologies

2020 - 2023

Chalmers University of Technology, Gothenburg

BTech Computer Graphics and Multimedia

2008 - 2012

Bangkok University, Thailand

PROFESSIONAL DEVELOPMENT

AI in Healthcare UX: Designing Trustworthy Interfaces in High-Stakes Environments - Interaction Design Foundation

2026

Design for a Better World - Discussion with Don Norman

How to Design Experiences for AI

How to Use AI Ethically in UX

Research: A Practical Guide

LANGUAGES

English Professional / **Thai** Native / **Swedish** Basic