

M.L. Hariras Tongyai

Creative Technologist & Founder · XR, AI & Real-Time Spatial Platforms

"Test Piloting the Future"

Bangkok, Thailand · hariras@augma.im · +66 95 149 8291
LINE augma.im · Instagram @tonythetechie · @augma.im · augmaimaginarium.com

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PROFILE

Engineer and serial founder (MSci AI & Robotics, King's College London) with 10+ years of turning new technology into things people use, from immersive gamified experiences and live sports results to novelty solution design. Has served as CTO three times and led tech and results at the 33rd SEA Games. Lived in London for 10 years before returning to Bangkok, where he founded Augma Imaginarium, a development think tank. Loves building technology that helps communities grow.

CORE SKILLS

Create	Spatial computing · XR & MR · community tech · web & mobile · AI assistants · gamification · data visualisation design
Build	Rapid prototyping · electronics & robotics · 3D printing · live event systems
Lead	Tech strategy · founding ventures · brand activations · federation liaison
Organise	Event organisation & strategy · protocol formulation

EXPERIENCE

Operations & Strategy · DBN Infertility Clinic, Bangkok — Jun 2026 – Present
FERTILITY & OB-GYN CLINIC · FAMILY BUSINESS
ROLE Runs day-to-day operations, patient experience and growth strategy.
ACHIEVED Goal: grow the family's fertility centre. Leads its Thai/English presence and booking.

Founder · Augma Imaginarium, Bangkok — 2023 – Present
DEVELOPMENT THINK TANK · GAMIFICATION, DEVELOPMENT STRATEGY, IMMERSIVE & SPATIAL MARKETING
ROLE Leads strategy, clients and delivery, from first idea to prototype to venture.
ACHIEVED Built a multidisciplinary team now delivering for clients such as **Grab**, **Thailand Post** and the **Tourism Authority of Thailand**, and launched a free public flood map for Bangkok

Developer · WonWon by Reviv, Bangkok — 2025 – Present
REPAIR-SHOP MARKETPLACE
ROLE Builds and runs the product that helps people find trusted repair shops near them.
ACHIEVED Launched on phone and web. Goal: make repairing the easy choice over replacing.

Head of Tech, Media & Protocol · 33rd SEA Games, Sports Climbing — Sep 2025 – Dec 2025
INTERNATIONAL MULTI-SPORT EVENT
ROLE Led results, media and protocol over 4 months; liaison with World Climbing, SEA SAC and TSCA.
ACHIEVED Delivered live results for **6 nations across 3 disciplines** at the Bangkok Sport Climbing Center.

Developer · Social Climbers Thailand — 2024 – Present
CLIMBING-COMMUNITY VENTURE
ROLE Builds the tools behind Thailand's climbing community, from scoring to the community app.
ACHIEVED Its competition platform was chosen for the **SEA Games** and **Bangkok Boulderfest**, plus a student climbing platform for **Bangkok Patana School**.

Technical Advisor · TCDA, Bangkok Boulderfest 2024 — Sep 2024 – Nov 2024
SPORT ASSOCIATION
ROLE Advised on format and scoring, and provided the live ranking system.
ACHIEVED Helped deliver Bangkok's first multi-gym series: **117 climbers**, **8 gyms**, over 3 months.

Routesetter, then Freelance Routesetter · Stonegoat Climbing Gym, Bangkok — 2023 – Present
BOULDERING GYM
ROLE Designs and sets climbs for every level at one of SE Asia's largest bouldering gyms.
ACHIEVED Freelance commercial routesetting for gyms since 2026.

Graphic Designer · Red Bull Gaming Sphere, London — 2024 – 2025
ESPORTS VENUE
ROLE Designed event posters and promotional artwork.
ACHIEVED Created artwork for gaming events, including Just Dance.

EXPERIENCE (CONTINUED)

Director · Baan ARVR, Nakhon Nayok — 2023 – 2024
XR EDUCATION PROGRAMME
ROLE Led an XR programme for rural schools: hands-on workshops and a VR open-house experience.
ACHIEVED Ran workshops in **4 schools**, certifying **200+ students**; provincial education award.

Chief Technology Officer & Executive · KUN Inter Group, Bangkok — 2022 – 2024
BUSINESS GROUP
ROLE Set the group's technology vision and roadmap as part of the executive team.
ACHIEVED Launched the company website and digital products, and set technology strategy across its **marketing**, **skincare**, **aesthetic medicine** and **real estate** businesses.

Project Director & Strategist, Medical Utility Token · THG (Thonburi Health Group) — Jun 2021 – Sep 2021
PRIVATE HOSPITAL GROUP
ROLE Directed and set strategy for a healthcare token project across legal, technical and business partners.
ACHIEVED Idea to partner and execution plan in **4 months**; THG panelist, Bangkok Post Crypto Forum.

Co-Founder & CTO · Omniactive (Motiwatt), Bangkok — 2020 – 2021
FITNESS & WELLNESS TECH
ROLE Co-founded the company and led product. Goal: get people moving through rewards.
ACHIEVED Reached the **Top 12** at AIS InTouch InVent and launched a fitness coaching marketplace.

Technology & Rapid Prototyping Consultant · Singapore · London · Bangkok — 2018 – 2021
INDEPENDENT
ROLE Advised clients on technology and built physical-digital prototypes.
ACHIEVED Took clients across SE Asia and the UK from idea to working prototype.

Contracted Developer · McKinsey & Co, London — Aug 2017
MANAGEMENT CONSULTING
ROLE Built technology tools to support a consulting engagement.
ACHIEVED Delivered within a short, fixed contract.

CTO & London Regional Chairperson · Samaggi Samagom (116th committee), UK — 2016 – 2017
THAI STUDENT ASSOCIATION
ROLE Led technology for the association and its London region.
ACHIEVED Launched a website and app with events, registration and notifications for Thai students across the UK.

Contracted Developer · Royal Thai Embassy, London — Nov 2016
DIPLOMATIC MISSION
ROLE Redesigned the embassy website and consular booking.
ACHIEVED Made passport and ID appointments bookable online for Thai citizens in the UK.

Also (2016): Interim CTO, Architracker · Team lead, 3 Day Startup, London · NASA Space Apps competitor

EDUCATION

MSci Artificial Intelligence & Robotics · King's College London — 2017 – 2019

BEng Electronics & Electrical Engineering · Queen Mary University of London — 2014 – 2017

Certificate, A.I. Business Analytics · University of Cambridge — 2019

Certificate, Gamification & Behavioural Design · Thammasat University — 2022

International Baccalaureate Diploma · Bangkok Patana School — 2012

LANGUAGES & INTERESTS

Thai (native) · English (fluent)
Bouldering & climbing culture · community building · robotics · tinkering & experimentation · 3D printing · VR & gaming · AI experiments · gadgets & IoT · hackathons · mentoring young builders · design & illustration · storytelling · sci-fi · discussing futurist ideas

AWARDS & RECOGNITION

Each item is clickable and opens its article on augmaimaginarium.com.

2024 Prestige 300 Highflyers, Prestige Thailand ↗
Named among 300 Thai high achievers shaping the country

2024 Prestige feature, "Visionary, Augmented City" ↗
On building an AR playground in Bangkok

2023 Baan ARVR, education award, Nakhon Nayok ↗
Recognised for bringing XR learning to rural schools

2021 AIS InTouch InVent Builder, Top 12 finalist ↗
Motiwatt selected as a finalist in AIS's startup programme

2021 Panelist, Bangkok Post Cryptocurrency Forum ↗
Spoke for THG on healthcare tokens, broadcast live

2018 Cyberlink Arm, KCL Innovative Masters nomination ↗
Robotics project from his MSci in AI & Robotics

2017 Innovation Award, Royal Thai Embassy (Hyperloop) ↗
Hyperloop for Thailand, presented at Imperial College

2017 Thailand Tatler feature, "Gaga for Gadgets" ↗
Profile on his armour build, drones and IoT projects

2014 QMUL Excellence Scholarship · Dean's List ↗
Engineering scholarship and foundation-year Dean's List

2011 TechEx speaker, Bangkok Patana School ↗
Student speaker; built an AR classroom for the 2011 floods