

COMPETENCES

Product Management Skills

Requirement Gathering and Analysts,
Business Pitch, Go-to-market strategy,
Prioritization, Leadership, Communication

Methodologies & Practics

Agile, Scrum, Kanban,
Software Development Lifecycle,
Design Process

Management Tools

Jira
Notion
Slack

Software / Tools

GitHub
Overflow
Figma
Google Analytics

WORK EXPERIENCE

April 2021 - Now

Product Manager

Mindground

- Initiated the project using the design process from identifying problems, defining goals, and ideating new solutions to prototype testing.
- Completed market research and studied existing solutions to recreate mental health support tool.

Mindground Academy and Mindfriend Service

- Identified market opportunity in mental first aid concept, redesigned mental first aid service and user experience to fit Thai culture.
- Approached potential business partners, collaborated with the mental health center to design mind listening program to train first aider (mindfriend) to provide mental first aid service on mindground.world
- Developed and executed strategic business plans e.g. pricing strategy, financial projection and measure of success.
- Setup product roadmap, led sprint planning, managed product backlog, and drove iterations.
- Supported the design grooming process, from analyzed customer journey to wireframe to high fidelity and interaction design.
- Provided go-to-market plan and developed communication plans.
- Prepared customer support, user guide and Mindfriend support for launching.
- Successfully launched Mindground academy training program, built 18 mindfriends within the two weeks.
- Collected customer feedback to define the existing problems and improve usability using Google analytics and surveys.

Mind Interactive Exercise

- Created user flows, wireframes, and low-fidelity, completed usability testing to finalize the user interface, and supported design system reviews to ensure the best usability and experience.
- Led the development of an interactive mobile site using React and connected with LINE API.
- Responsible for sprint demo and user acceptance test to validate the usability and functions of the interactive site
- Collaborated with data scientists to set up metrics for user behavior tracking using Mixpanel. Analyzed user feedback for optimization boosting engagement by 42%.

November 2019 - March 2021

Product Designer

Siam Commercial Bank (Digital Wealth Platform)

- Collaborated with the engineering team and the business unit led to a significantly deeper understanding of the software life cycle process and financial products, particularly mobile banking, insurance, and wallets.
- Moderated customer interviews and usability test sessions. Utilized research frameworks to summarize information into visual elements.
- Defined persona, which can be identified by data from launched features to support Insurance Wallet project for SCB Easy App.
- Followed the design system to finish user interface of selling COVID19 insurance flows in SCB Easy App, handed off to developers.
- Planned and hosted online activities to create team bonding experience raising engagement between UX/UI team members during work from home period.

July 2018 - July 2019

Product Designer

BKK Management Group - Digital transformation consultant

- Collaborated with software engineer team to build innovative products within the iteration of Agile.
- Presented design solutions to client using consultant methodologies and frameworks, gained additional requirements to develop the solution with software engineer team.
- Conducted user research to redesign Gened Chula website, making webpage the main channel for student, search for a class that fits their schedule.
- Finished branding and visual design for Gened Chula responsive website. Handed off assets and design to developers.

EDUCATION

2015 - 2018

Bachelor of Industrial Design

Chulalongkorn University

coursework includes : Design Approach, Human Factor in Design and Technology based design

2021

Product Manager Nanodegree

Udacity

coursework includes : Requirement engineer, BRD documentation, Agile planning, and Setup product metrics