PANNIDA THAWORNSATE

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Business strategist turned UX researcher with 10 years of impact across consumer and enterprise platforms. Proven track record of influencing strategic and tactical product decisions that balance user needs with business goals through mixed-methods research; shipped 40+ products from 0→1 across the US, EU, and Asia.

EXPERIENCE

SENIOR UX RESEARCHER
Pittsburgh · Aug 2023 - Current

Smith Micro Software *[White-labeled consumer safety platform for AT&T, T-Mobile, Consumer Cellular, Orange]*

- **Research-Driven Impact:** Owned end-to-end research strategy and execution across 8 product squads as the sole researcher; identified and secured executive buy-in for 6 business-critical initiatives, directly influencing the product roadmap in collaboration with Product, Design, and Sales.

- **New Product Strategy:** Identified, shaped, and validated a $6B+ opportunity. Led end-to-end product development alongside Product from opportunity identification, concept testing, to feature iterations. Secured C-suite approval for a new white-label platform launch in 2026 and provided the research foundation to win the largest contract in company history.

- **User Retention:** Decreased onboarding abandonment by 15% by uncovering adoption barriers, analyzing behavioral data, and leading iterative usability testing. Partnered with Data and Product to optimize conversion funnels while ensuring regulatory compliance.

- **User-Driven Prioritization:** Reduced user churn signals by 22% by architecting a Voice of the Customer program that synthesized behavioral signals and quantitative insights into prioritization frameworks that guided roadmap decisions across PM, Design, and Executive stakeholders.

- **Executive Influence:** De-risked investment decisions and eliminated 3 months of low-impact engineering effort by uncovering users and stakeholders unmet needs and translating them into the company's AI/ML vision, AI-powered feature priorities, and business cases.

- **AI-Enhanced Research:** Accelerated product discovery with AI-enabled prototyping and synthesis. Optimized resource allocation by replacing month-long intensive cycles with 1-2 week discovery sprints, saving 50% of Design capacity for high-complexity initiatives.

- **Research Enablement & Scale:** Established an AI-assisted research repository using NotebookLM to democratize access to insights, enabling Product, Design, and Business to self-serve past learnings.

UX RESEARCHER (CONTRACT)
New York · Jan 2023 - May 2023

Canon USA *[For the Canon Ivy brand well-known among artists and arts & craft enthusiasts]*

- **Strategic Discovery:** Identified and validated a $400M+ consumer product opportunity through foundational research in untapped segments; led product vision and end-to-end design strategy, resulting in a novel solution currently undergoing the US patent process.

LEAD RESEARCHER & STRATEGY CONSULTANT
Bangkok · Sep 2014 - Jul 2022

FRONTIS *[Digital strategy consultancy working with global technology companies including Google and Microsoft, specializing in 0→1 product definition and market validation under accelerated timelines.]*

- **Early Researcher & Scaling:** Built and scaled a research & strategy practice from 1 to 14, leading 30+ 0→1 initiatives across B2B and B2C platforms under extreme ambiguity and compressed timelines, contributing to a 20x growth in firm revenue.

- **User Growth:** Drove 4x growth in customer acquisition for a leading healthcare provider by architecting a new service discovery and consultation journey; optimized professional workflows to reclaim time and enhance trust and confidence in complex decision-making.

- **Growth & Activation:** Increased digital platform adoption from 2% to 51% for 2M+ small businesses by cutting 59% of setup time and transforming a complex and regulated workflow into a scalable, automated online experience; recognized by the World Bank for national-scale transformation.

- **New Market Creation:** Shaped a new consumer health & wellness product, now valued at $50M across Southeast Asia, by leading ethnographic and market discovery research to uncover cross-cultural definitions of wellness and translate distinct aspiration drivers into product strategy.

MARKET RESEARCHER (CONTRACT)
Bangkok · July 2014 – Sep 2014

Ipsos *[Global market research firm specializing in market, brand, and behavioral insights]*

- **International Survey:** Informed L'Oréal's regional Go-To-Market strategy by leading a large-scale survey (30K respondents) across Southeast Asia to uncover behavior and attitudes toward beauty.

EDUCATION

Carnegie Mellon University
Master of Integrated Innovation for Products and Services
May 2023
Coursework: Human-Computer Interaction, Product Development, Design for AI and Social Impact

Chulalongkorn University
Bachelor of Economics
May 2012
Coursework: Behavioral Economics, Advanced Statistics, Consumer Behavior, Poverty & Inequality

SKILLS

UX RESEARCH
- In-depth Interviews
- Contextual Inquiries
- Field Studies
- Ethnographic Research
- Diary Studies
- Longitudinal Studies
- Co-Design Workshop
- Focus Groups
- Usability Testing
- Survey
- Behavioral & Funnel Analytics
- Regression & Statistical Analysis
- Agile & Continuous Discovery
- Data Visualization

BUSINESS
- Opportunity Identification
- Business Strategy
- Competitive Analysis
- Executive Stakeholder Facilitation
- Project Management

TOOLS
Figma Suite, UserTesting, Microsoft Suite, SurveyMonkey, SPSS, Alchemer, Google Analytics & Firebase, JIRA, NotebookLM, ChatGPT, Claude, Copilot, Lovable

AWARDS

Microsoft for Good
for an AI/ML drowsiness detection platform to improve road safety

World Bank Recognition
for a digital permit platform helping 2M+ businesses set up faster

Will relocate to NYC immediately upon offer.

Hold an approved H-1B ($100K fee not required)