Pannida Thawornsate

pannida.th@gmail.com | (412) 995-8571 | www.pannida.info | Currently in Pittsburgh

10 years of experience in mixed-method research, business strategy, and design strategy

EDUCATION

Carnegie Mellon University   Pittsburgh, PA
Master of Integrated Innovation for Products & Services (MS)   May 2023 (Anticipated)

Chulalongkorn University   Bangkok, Thailand
Bachelor of Economics (BE)   May 2012

PROFESSIONAL EXPERIENCE

FRONTIS   Bangkok, Thailand
Senior Manager, Founding Member   Sep 2014 – Jul 2022
A strategy & technology consulting firm awarded Microsoft's Partner of the Year for Solution Innovation in 2019

Product Strategy & Product Management
- Orchestrated the implementation of 1 mobile application, 3 websites, and 60 dashboards for B2B and B2C clients from conception, launch, to scale
- Collaborated with a cross-functional team of 1 – 14 including business analysts, UX researchers, UX designers, developers, data engineers, and data scientists for both on-site and remote settings
- Formulated human-centered design strategies and product roadmaps for 5 nationwide platforms. One of the platforms reduced 59% of document preparation time for businesses and contributed to the improved World Bank's Ease of Doing Business Ranking (46th to 26th in 2016 – 2017)
- Designed and orchestrated the implementation of 1 mobile application, 3 websites, and 60 dashboards for B2B and B2C clients. The dashboards attracted 150,000 visits with potential to serve 850,000 businesses

Business Strategy & Business Development
- Identified and recommended viable business opportunities valued $10 – 30 million with go-to market strategies to the CFO and CEO in Education, Tourism & Hospitality, Industrial & Consumer Product sectors
- Prepared and presented technical and commercial proposals to close $150,000 – 1,500,000 in project revenue with new and existing clients

Mixed Method Research & Project Management
- Drove 23 exploratory and generative research projects from end-to-end to shape product strategies, roadmaps, and designs for SET50 and public sector clients in 7 high-growth industries
- Leveraged both quantitative and qualitative research methodologies to understand, measure, and improve user experience including 3,000+ total participants, 50+ workshops, 70+ interviews, online survey with +2,000 responses, and 50+ concept testing with users and stakeholders
- Presented research insights and point-of-views to executive leadership on a regular basis

Ipsos   Bangkok, Thailand
Research Executive   Aug 2014 – Sep 2014
A global market research company operating in 90 markets
- Designed a product launch survey to analyze consumer sentiment for a high-end beauty product

Budget Bureau   Bangkok, Thailand
Budget Analyst   Aug 2012 – Jan 2014
The central government agency responsible for public sector budgeting of $95 billion
- Saved 10% on tax revenue through cost-benefit analysis for budget allocation request of $20,000,000

SKILLS

Research   User-Centered Design, Design Strategy, Business Strategy, Go-To Market Strategy, Product Roadmap, Quantitative & Qualitative Research, Project Management, Wireframing
Tools   Figma, Excel, PowerPoint, PowerBI, EViews (Statistical Analysis), Google Analytics, Azure DevOps
Languages Thai, English