

Chayanit Thawaranont

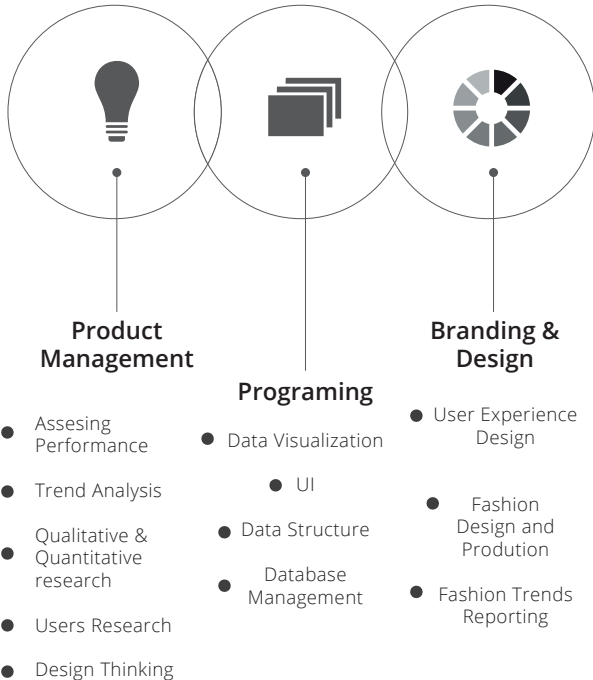
Portfolio | [chayanitoey.com](https://github.com/Chayanitoey)
<https://github.com/Chayanitoey>

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Data Designer and Analyst / Product Manager / Insights Analyst / Creative Technologist

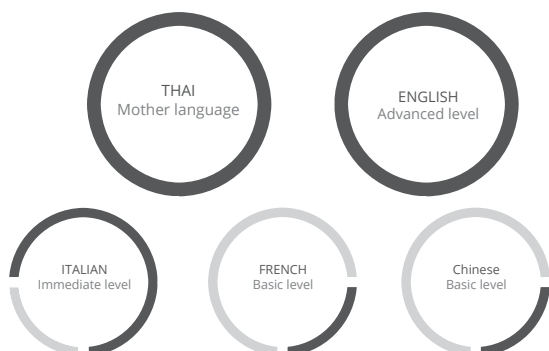
SKILLS



IT SKILLS

- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- SketchUp 3D
- Adobe Dreamweaver
- Adobe Flash
- Adobe Premiere Pro
- Acobe After Effect
- Microsoft Offices
- HTML & CSS
- Javascript
- Power-Bi
- Tableau
- Lucid
- Figma
- AWS Cloud-9
- Github
- Microsoft Azure
- Google Workspace
- Asana
- Kanban

LANGUAGE SKILLS



EDUCATION

- Aug 2021 - Present
Master of Science (Data Visualization Major)
Parsons School of Design , The New School, NY, USA.
- Jun - Oct 2019
CoRe (Business Analytics, Economics, Accounting)
Harvard Business School Online , Cambridge, MA, USA.
- Aug 2015 - May 2019
Bachelor of Fine and Applied Arts (Fashion Design major)
Chulalongkorn University , Bangkok, Thailand.

WORK EXPERIENCE

1 Product Manager

Fashion Snoops
(Trends forecasting and information consultancy),
New York City, USA.
Feb 2020 - Aug 2021

- **Working closely on AI and Data analysis** to deliver insights and report to our global users on a daily basis
- **Reporting performance directly to CEO** and managing the production team, and the direct team of 5 people.
- **Monitoring platform through our backend** and connecting with both editorial team and engineers to track more than 5,000 stores across global fashion retail market.
- Managing team and **monitoring performance in the retail section**.
- **Setting up a satellite office in south east asia** while coordinating with the headquarter in New York City.
- **Synchronising with sales team** to win over clients in Thailand and expanding market shares.

2 Cultural Trends and Insights Analyst

Fashion Snoops
(Trends Forecasting and Information consultancy),
New York City, USA.
Oct 2019- Feb 2020

- **Copywrote reports and analyzed emerging trends** in both macro and micro market.
- **Oversaw Asian Pacific market updates** to uncover market insights specifically in the region

3 Design Researcher

Fire One One (digital & business transformation consultancy),
Bangkok, Thailand.
Aug 2018 - Aug 2019 (Full-time position)
May 2018 - Aug 2018 (Contract)

- **Conducted strategic analysis and market research** to decode key barriers of our client's business and recommend future position.
- **Created presentation decks** and pitched ideas directly to clients, suggesting new business approaches for clients.
- **Researched trends by interviewing end users** and find key insights to modify current business model in disrupted industries.