

# Chayanit Thawaranont

## M.S. Student in Data Visualization

### About Me

Hi! I'm Chayanit. A rising graduate student at Parsons School of Design. My main academic focus is Data Visualization. I'm a former product manager and a trend analyst. I'm now based in New York City.

#### Website Portfolio

#### LinkedIn

chayanit@newschool.edu

+1 646 339 4290

### Skills

#### Design & Programming

Adobe CC	Javascript
Javascript	p5.js
CSS , Html	d3.js
Python	Figma
Power-Bi	Github
Tableau	SQL

#### Management

Design Thinking
Product Management
User Mapping

#### Research & Strategy

Trend Analysis
Qualitative Research
Quantitative Research
Users Research
UX design
UI planning

### Experience

#### Product Manager @ Fashion Snoops, Trend Forecasting Agency

Feb 2020 - Oct 2021 , New York City, NY, USA.

- 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.

#### Trend Analyst @ Fashion Snoops, Trend Forecasting Agency

Oct 2019 - Feb 2020, New York City, NY, USA.

- 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

#### Design Researcher @ Fire One One, Design Consultancy

May 2018 - Sep 2019 , Bangkok, Thailand.

- 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.

#### Creative Director @ Harvard College in Asia Program

Aug 2018 - May 2019, Boston, MA & Bangkok, Thailand.

- Planning activities schedule along with other committees for the annual conference which co-organized with Harvard University.
- Designing public announcement/information graphics which suitable with contents in each subject.

### Education

#### Parsons School of Design, M.S. in Data Visualization.

Expected Graduation in May 2023 , The New School, New York City, NY, USA.

Courses : Data Structure, Data Visualization & Information Aesthetic, Quantum Computing, Machine Learning, Visualizing Uncertainty, etc.

#### Chulalongkorn University, B.F.A. in Creative Arts.

Graduated in May 2019 , Bangkok, Thailand.

Courses include : Decorative Arts, Design Thinking, Research & Report, Creative Design, etc.

### Awards & Certification

#### Quantum Design Finalist / I.B.M

October 2021

Selected as one in four finalists from 20 teams at Parsons x IBM Quantum Jam, find more details at <http://innovationcenter.newschool.edu/awards-teams/>

#### CEO 1 MONTH Finalist / Adecco

October 2021

Selected as a finalist from 100+ talented youth in Thailand who participated in this competition, find more details at <https://www.adeccogroup.com/ceoforonthmonth/>

#### Credential Of Readiness Certificate / Harvard Business School

October 2019, Business Analytics, Economics for Managers, and Financial Accounting

CORe (Credential of Readiness) is a 150-hour certificate program on the fundamentals of business from Harvard Business School.