

APITSADA RUKNAPAPONG

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EDUCATION

SIRINDHORN INTERNATIONAL INSTITUTE OF TECHNOLOGY, THAMMASAT U. Bangkok, Thailand

Bachelor of Science (Management Technology), Management Information System (GPA: 3.82 1st Class Honors), June 2020

- *Certificate of Academic Excellence (SIIT); 1st rank (2019), 3rd rank (2018)*
- *Working Committee for TU-CU Ball 73, TU Orientation for New Students (2017-2018), TEDxThammasatU, TU Freshy Games 2016; Member of Radio Club; Volunteer at Saint Martin Foundation*

EXPERIENCE

KASIKORN BUSINESS-TECHNOLOGY GROUP (KBTG)

Bangkok, Thailand

Business Analyst

June 2020 - present

- Developed a trouble debt classification solution by adding new variables to the classification model. The number of troubled debts increased 75% due to Covid-19 led to a new classification method, finding new variables through extra incomes and customers' lifestyles. The final solution saved 50% of the original estimated loss.
- Developed branch alternative replacement during Covid-19 as over 90% of branches closed due to lock down with transactions less than 10% of normal rate. Project completed within 4 months due to a tight schedule and transaction flow increased to 70%.
- Developed cheque centralization system and simplified customers touch points. Solved delayed project's problems. Found middle ground between 2 groups of users who had conflicted requirements. Got promoted to leading BA after this project.
- Installed a new type of CDM (Cash Deposit Machines) for a new client. Project completed within 3 months despite a delay in machine production from the vendor. Over 1,000 new machines were installed at the customer's branches and signed a contract with another client.
- Optimized ATM machine routes across Thailand. Designed a complicated model along with developer team. Replaced 80% of manual works and saved route costs by 2.5 million baht per year.
- Applied a new customer information regulation to over 40 applications across the company. Impacted front-end apps and central customer's information system. Surveyed impact apps and designed common solutions. Facilitated troubled applications and solved their problems.
- Developed a new foreign note ordering function to replace an obsolete application. Handled as black box projects due to lack of information. Replaced 90% of manual work. Project completed within 6 months after being postponed for 2 years.

Intern, Accenture Solution Co., Ltd.

Summer 2019

- Worked under Change Management Team to create a new digital lending product for a bank. Tracked changes made on the product and its impacts on the system. Trained clients. Was offered a job after the internship.

ADDITIONAL INFORMATION

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- Languages: Thai (native), English (excellent), Mandarin (intermediate - HSK 3)
 - Awards: KBTG Star Award, KBTG Chairman Number One Award
 - Trainings/ Certificates: Introduction to Enterprise Resource Planning using SAP, BA Fundamental, Requirements Analysis, Python Data Science, Personal Data Protection Act (PDPA)

IT related skills: Python, SAP, Macro, UX/UI, Data Visualization, Product Design, Waterfall & Agile Methods

Other: Project Management, Body Language, Psychology, Entrepreneurship