

NATTHAKRIT TRONGCHOOKIAT

Experienced Business solution analyst and Business consultant in Telecommunication for 12 years and working in Agile development and in Consultant role for 2 years.

Personal Details

20/166 The Metro Rama 9, Moterway Rd., Prawet Bangkok 10250 TH
natthakrit.t@gmail.com; +66 819844848

Education Background

2004 – 2006 **Rangsit University, Thailand**
M.SC(IT), Major in Information Technology with GPA 4.00

1997 – 2001 **University of Thai Chamber of Commerce, Thailand**
B.SC(CS), Major in Computer Science with GPA 3.60 (First-class honors)

Key Achievements

- mydtac eService (desktop, mobile, tablet)
- online payment
- dtac | online store
- dtac mobile application (iOS, Android)
- dtac digital distribution
- emailing system (einvoice)
- Content Service Provider
- Self-service channels – IVR, USSD, WAP, WEB
- Asia Billing Project (Prepaid & Postpaid) – charging and payment

Skills

- Agile software development
- Online and digital marketing
- UX/ UI design
- Vendor Management
- Project management
- Requirement management
- Business Process Improvement
- Quality Assurance
- Telecommunication Business
- Customer Relationship Management

Employment History

Senior Manager – Product Owner (ID and Digital Platform)
eGG digital Company (Ascend Corporation), Bangkok
Dates of Employment: November 2015 – Present

- Leading company-wide product innovation in ID and Digital platform.
- Setting strategic direction of the site based on customer needs and business goals and Converting strategic goals into operational tasks.
- Working with graphic designers to create and maintain consistent, branded look and feel across all products.
- Evaluating risks and trade-offs associated with each course of action.
- Working closely with users to ensure all projects meet business needs.

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Manager - Business Solution Analyst (Data Service)

Total Access Communication PCL. (dtac), Bangkok

Dates of Employment: November 2008 – October 2015

- Be a liaison between technology team and business user for business strategy implementation and business improvement especially in online service, online shopping, online payment, mobile application, order management, CRM, billing and charging payment.
- Be a consult to product owner in business and system impacts.
- Collaborate with the development team and QA team to understand timeline and impact for each new feature.
- Conducts gap analysis between current and to-be states and find out a solution to close a gap.
- To do feasibility for new requirement in order to provide a high-level solution, list of impacts, cost guesstimate and duration.
- Decomposes and transforms business requirements into an appropriate level of business rules, functional and non - functional requirements.
- Collaborate with developers and subject matter experts to establish the technical vision and solution feasibility.

Senior IT Specialist – Asian Honda project

Fujitsu Systems Business (Thailand), Bangkok

Dates of Employment: January 2007 – September 2008

- Provide application's consult service, development technical, and troubleshooting with users.
- Gather and analyse business requirements as well as proposed alternative solution to serve needs in order to establish system design, database design, and architecture design in Microsoft platform project, create system specification.

IT Consultant (System and Process Assurance)

PriceWaterHouseCooper FAS (PwC), Bangkok

Dates of Employment: September 2005 – December 2006

- To review and advice of IT Management, Logical Security, Physical Security, System development life cycle (SDLC), Computer Operation and Program change.
- To advice the best solution with the client for each industry such as retail, telecom, internet, insurance, banking.

System Analyst (Account & Profile Management)

Advanced Info Service PCL (AIS), Bangkok

Dates of Employment: May 2002 – August 2005

- To provide technical solution as well as technical expertise/consulting on all phases of applications systems development.
- Designing, scripting and implementing a process workflow, eScript in account and profile management on Siebel eCommunication 7.5.3, eService, and eChannel.