
SENIOR PRODUCT MANAGER

Product Manager with 5 years of experience delivering end-to-end digital products in a multicultural APAC environment. Built on a strong multidisciplinary design foundation, she successfully transitioned from architectural designer to digital product management, delivering visually compelling and user-centric products.

Kwanchanok is known for simplifying complex problems, aligning cross-functional stakeholders, and shipping scalable products with clear requirements and measurable outcomes. Curious and hands-on, she leverages AI agents in coding workflows to accelerate prototyping, refine requirements, and produce crisp product documentation aligned with modern AI-enabled delivery.

CORE SKILLS

Product ownership · Roadmap & prioritization · Agile/Scrum/Kanban · Product Requirements & Specifications · Local & Global Stakeholder management · Design Collaboration · UX/UI · Product Branding · Cross-border integration · Localization & regional onboarding · Problem solving

TECHNICAL SKILLS

Financial Technology · Payment Gateway · Public Blockchain · API Specification · HTML/CSS · VS Code · SQL · BigQuery · Looker · Google BI & Analytics · Advanced Excel · AI-assisted software development · Copilots · AI agents · Prototyping · Technical documentation · Prompting & iteration loops

WORK EXPERIENCE

2021–Present | TrueMoney (CP Group), Thailand — Senior Product Manager

Ascend Money is a FinTech entity under CP Group, Thailand's largest conglomerate. TrueMoney, an E-Wallet App used by 30 million users in Thailand and 70 million users across the APAC region. Reporting to the Managing Director, I own end-to-end product delivery for new financial products from requirements and specifications to launch and post-launch measurement.

฿THBT Thai Baht TrueMoney, 1 : 1 Stable Coin pegged by ฿THB — Product Lead

- Achieved target of 3K wallets within 24HR of launch, 5.8M Total Volume, 2M Exchange in BahtSwap between THBT and USDT
- Owned end-to-end strategy and delivery, including product planning, operations, token economics, and treasury management, ensuring compliance with industry regulations, security, and quality standards.
- Led the definition of core product flows and operating rules (e.g., mint/burn lifecycle, user journeys, risk controls) by creating delivery-ready PRDs with user stories, acceptance criteria, edge cases, and success metrics.
- Drove adoption through growth programs and incentive mechanics (e.g., airdrops, XP/rewards), using dashboards to track retention, segmentation, campaign lift, and reward distribution to iterate on growth performance.
- Built SQL-first operations dashboards to monitor day-to-day system performance, support operation and optimization.

Carbon Credit — Product Lead

- Achieved 10k tCO2e reductions in the first month and generated ~THB 4M/year in sustainable revenue.
- Led development of Carbon Credit Feature; drove product narrative, UX, onboarding, and communications strategy.
- Built partnerships across Dubai, Cambodia, China, Africa, and Thailand to source verified credits; launched within the TrueMoney ecosystem, and supported group-wide consultation on carbon credit integration.

TrueMoney Coin, B2B2C Loyalty Program — Product Owner

- Pioneered a blockchain-based engagement platform using points/coins/badges to improve loyalty engagement and user experience as a new revenue stream.
- Own digital branding materials such as websites, landing pages to support communications and digital visibility of the brand.

2019–2021 | Nestlé Thailand Creatives Subsidiary — Product Executive

- Supported the introduction of Nespresso to Thailand and SEA through localization, branding, and communications.
 - Led the Nescafé Street Café initiative; launched localized operations and new experiences, scaling to 100+ branches in a year.
-

OUTSIDE OF WORK

Web Design & Development (Freelance / Part-time) | 2025–Present

- Hands-on coding in VS Code using HTML/CSS includes AI agents for rapid iteration (“vibe coding”) while maintaining ownership of final code quality and product outcomes.
- Deliver landing pages and business websites end-to-end, such as booking flows, and integrate with CMS to enable non-technical clients to update content and manage operations.
- Apply SEO fundamentals (site structure, metadata, on-page optimization) to improve discoverability and performance.

Divemaster | 2010–Present

- Professional Scuba Divemaster supports local sustainability businesses and leads marine conservation campaigns.
-

EDUCATION

Chulalongkorn University — B.Architecture (Honors), GPA 3.27/4 (2014-2019)

Seoul National University — Major in Art and Design, GPA 3.5/4 (2017)

CERTIFICATIONS

Google BI & Analytics · Insights from Data with BigQuery · Data Visualization with Looker · SQL & Advanced Excel
ESG Management Certificate (Stock Exchange of Thailand)

AWARDS & COMMUNITY

True 5G Metaverse Hackathon 2022 — Judge & Mentor · Young Innovation Leader at Sustainability Summit — Selected Leader
· Asian Young Designer Award — Bronze Prize · PADI Professional member — APAC Marine Conservation