

**WORK EXPERIENCE**

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2021 May  
– Present

**Squad Lead & Data Scientist, IBM**

Responsible for pre-sale client engagements of Data & AI product portfolio, working with clients to co-create customized product demo, and minimum viable solutions for business using Design Thinking methodology

RL-based Recommendation System: online training management platform

- Applied Reinforcement Learning to recommendation system to improve the model over time
- Designed NoSQL data model and created ETL pipeline that runs on specified schedule
- Built APIs on serverless cloud functions to support the orchestration of user click, reward calculation, and action value

Governance Risk and Compliance tool for Financial Institution

- Worked with business partners & auditing firms to translate business requirements into technical requirements for team
- Created and customized workflows from financial institution survey to assessment and risk monitoring

Healthcare Data Encryption: masking patient personal information

- Provided a workflow and script to connect, read from, and write to databases
- Encrypt and decrypt data by leveraging IBM Cloud Pak for Data

Led multiple workshops and worked with engineers and designers to gather requirements and design software solutions.

2018 June  
– 2021 April

**Data Scientist, Sertis A.I. Consultancy**

End-to-end Machine Learning project implementation for corporate clients across various industries

AI Location: predicting retail store sales before the store is opened

- Derive features from geospatial data using Gaussian density, radius, and relative distance
- Experiment with various regression, classification, probabilistic models, and ensemble them
- Deploy the pipelines and models on Google Cloud Platform with Gitlab CI/CD and build API

Hotel Performance Dashboard: creating Power BI dashboard integrated to AWS Data Lake

- Design tables and create SQL scripts run on Athena to ingest to the dashboard
- Develop Power BI report and optimize its performance

Factory Predictive Maintenance: predicting raw material blockage in a factory

- Shape the business requirement into the feasible Machine Learning project
- Coordinate with factory engineers to understand the physics and chemistry of the system
- Develop a model and prediction pipeline in Databricks and orchestrate prediction with Data Factory

Cash-need Model Production: helping a financial institution deploy model on cloud

- Create triggers in Azure Data Factory to run prediction on Databricks and save to DBFS
- Orchestrate the deployment with Jenkins from building docker image all the way to Kubernetes

2017 June  
– 2018 June

**Data Analyst, Sertis A.I. Consultancy**

Identify business opportunities for corporate clients based on data

Furniture Sales Event Inventory: forecasting the demand at SKU level and optimize inventory

- Work with small data which is not enough for Machine Learning model
- Predict the demand with a simple rule-based statistics and suggest merchandising plan
- Build a dashboard to monitor sales and inventory

Retail marketing: extracting customer behavior and recommend actions

- Work with big data of 30 millions new transaction per day
- Define transaction of Chinese tourist based on Alipay and WeChat Pay
- Find top products and analyze basket to recommend cross-selling promotion and in-store media

Agro customer segmentation: grouping customers and analyze behavior

- Use unsupervised learning models to segment customers
- Build performance monitoring dashboard using Tableau

2015 July  
– August

### Research Analyst Intern, Roland Berger Strategy Consultant

- Visited client and competitors' sales distribution channels to understand sales process
- Conducted market research and collect data to test hypothesis formulated to answer a client key questions
- Analyzed quantitative and qualitative data collected from research, observation, and interview

## Personal Projects

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Retirement Planning App      Money saving and investment planning on web app deployed on Google Cloud Run (serverless)  
Policy Blind Test for Thai Election 2023      Collected and labeled 400+ political policies and built a blind test web app deployed on Kubernetes.

## SKILLS & TOOLS

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Machine Learning	Classification, Regression, Clustering, Recommendation System
Programming	Python, SQL, JavaScript
BI Tools	Tableau, PowerBI
GCP	BigQuery, Cloud Storage, Cloud Function, Cloud Run, Vision API, Speech-to-Text, Kubernetes Engine
MS Azure	Azure DataBricks, Azure Data Factory, Azure Blob Storage, Azure Container Registry
AWS	Amazon Athena, Amazon S3, AWS Glue
Database	MongoDB, PostgreSQL, Hive, DB2
ETL	Apache Airflow, basic Kafka

## CERTIFICATIONS

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Google Cloud Certified Professional Machine Learning Engineer

## EDUCATION

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2013 – 2017	<b>Thammasat University</b> TH	Bachelor of Business Administration International Program, GPA 3.56
2015 - 2015	<b>University of Victoria</b> CA	Student Exchange Program, International Marketing and Strategic Management

## HONORS AND AWARDS

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2019 January	<b>Regional Champion – CIMB 3D Conquest Data Science Hackathon, Singapore and Malaysia</b> Pitched the model and solutions against top teams in Singapore and 40 finalists from all countries in SEA in the final round in Malaysia. Recommended a new AI-driven platform for a bank to extend customer base. Represented Thailand on a company tour in Silicon Valley.
2016 November	<b>The 1<sup>st</sup> Place Winner – Alberta International Business Competition 2016, Canada</b> Represented Thammasat University and won the international business case competition. Took a role in financial justification of the strategies, including feasibility and risk management, presented to the CEO of a transportation business.
2015 August	<b>The 1<sup>st</sup> Place Winner - The Challenger Case Competition 2015, Thailand</b> Took a role in financial justification and collaborated with the team in formulating winning strategies for a company in the e-sport industry to improve brand image and drive business growth.

## VOLUNTEER EXPERIENCE

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2018 June – 2019 June	<b>Head of Research, Saturday School Foundation</b> <ul style="list-style-type: none"><li>• Recruited, managed, and supported a team consisted of 12 volunteer researchers</li><li>• Designed a research framework to assess the impact of the foundation on students and volunteers</li><li>• Used programming, text-matching, and speech-to-text technology to assist human researchers</li></ul>
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