

Yahda Anakwattana

Corporate & Product Strategy

KASIKORNBANK, Accenture, Pomelo Fashion

WORK EXPERIENCES

May 2024 - Present

KASIKORNBANK Public Co., Ltd.

TAGTHAi Digital Tourism Platform | Corporate Strategy and Innovation Division

Corporate and Product Strategy | Strategy Team

- Led corporate and product strategy initiatives focused on digital transformation, sustainable tourism, and community development across primary and secondary tourism destinations.
- Designed strategic frameworks, value proposition, and ecosystem business models to enable sustainable growth for communities and tourism stakeholders both digital and offline channels that result in potential revenue stream.
- Conduct ROI and SROI (Social Return on Investment) evaluation to analyse the economic, social, and environmental impact of investment of tourism projects, allowing an organisation to make data-driven decisions that maximise returns in expanding business and funding opportunities.
- Work alongside C-level executives, business specialists, and collaborate with cross-functional teams (product, delivery, performance, marketing), government agencies, local communities, and private-sector partners to align strategic objectives with execution plans,
- Analyse market trends, user insights, and performance data to inform strategic decision-making, prioritisation, and future growth opportunities.

Product Manager and Product Designer | Conceptual and CX Design Team

Product Manager

- Launched 2 SE Projects: Samut Songkhram and Phetchaburi B2C and B2B CSR models which helped increase 3.2M economic impact to Samut Songkhram in 6 months after launch. Led E2E journey, did on-field research, managed team members, created business and merchant strategy, UX/UI requirements, and timeline to find solutions for scaling the business.
- Conducted the 1st Thai tourist research to find business opportunities, shifting direction to focus more on the Thais.

Product Designer

- Launched 5 features: Guest Access Mode, Online Marketplace, AI Trip Planner, Travel Pass, Foreign Tourists E-Wallet, contributing TAGTHAi app to achieve 4.6M downloads and receive 11M funding in 2026.
- Owned and led E2E planning, execution, analysis of design and research projects. Created business requirements, user flows, UX/UI design, & UX copy for intuitive user experiences.
- Facilitated workshops to find pain points, solutions, & strategies for product development.
- Standardised the work process & frameworks for the design team & stakeholders, with an objective to strategise & optimise the product development for higher conversion rate, while balancing a user-friendly experience.

PERSONAL STATEMENT

Yahda bridges corporate and business strategy, product development, and user-centred design to create digital products and strategic initiatives with measurable impact.

With experience across product transformation, business strategy, and design, she translates complex objectives, market insights, data, and user needs into scalable solutions across financial, technology, travel, consulting, and social enterprise sectors, balancing innovation, scalability, and long-term organisational value.

AWARDS/RECOGNITIONS

KASIKORNBANK

- K-Heroes Towards Excellence 2025: Individual Performance Achievement Award
- Corporate Strategy and Innovation Star Award 2025: Best Performer Award

ACCENTURE

- Accenture Recognition: Exceptional Performance

POMELO FASHION

- Live Streaming Project Competition: 1st Runner-Up

CONTACTS

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WORK EXPERIENCES

Oct 2022

Accenture Solutions Co., Ltd.



Content Designer (UX/UI) | Design Pillar

Thailand's Financial Services: Corporate Portal Website & Mobile Banking Application
→ Launched 2 & developed 6+ features: Banking Corporate Portal, QR Cross Border, Foreign Currency Deposit, Direct Debit, Point Co-Pay, Privileges, LINE Connect, etc.
→ Involved in an E2E product design and development for B2B and B2C digital products, from discovery and research to UX/UI design, usability testing, implementation, and go-live. Designed user flows and product experiences based on user needs and business requirements, continuously iterating solutions to deliver seamless customer journeys.
→ Collaborated with UX/UI designers, POs, BAs, devs, & testers to optimise products, resolve defects, and ensure alignment across requirements, design and implementation throughout SIT/UAT phases.
→ Created a business content style guide, & came up with concise, humanised & effective UX copy, simultaneously ensuring consistency of tone & voice across all platforms
→ Helped standardise the work process, worked on effort estimation & project planning

Apr 2021

Freelance



Researcher and Proficiency English Tutor [IELTS, SAT, TOEIC, etc.]

→ Conducted research and synthesised insights into structured proposals and narratives, and content flows. Supported clients with research framing, problem definition, and content refinement while translating and editing academic papers, portfolios, and professional documents across languages.
→ Tutored 60+ private classes. Helped students achieve IELTS Band 7–8 proficiency and successfully gain admission to leading universities in the UK, Australia, and Thailand
→ Designed and delivered personalised English courses and materials using Oxford and Cambridge resources.

Jun 2020

Pomelo Fashion Co., Ltd. (Internship)



Creative Content Marketing | Creative Team | Marketing Department

→ Delivered 80+ and initiated design concepts and executed UX copy for Pomelo's creative content projects for media platforms and in-store experiences, optimising marketing campaigns to enhance customer engagement (e.g., app and website assets).
→ Collaborated with Campaign, PR, Marketing, and Performance teams to manage content, visualise and analyse customer engagement for future development.



Team lead | "Pomelo's Live Streaming Internship Project" Competition

→ 1st Runner-up (Profit: 385,000 THB/hr livestream) for creating innovative concepts to Pomelo's branding, drive customer engagement, and generate sales profits
→ Managed livestream strategy, coordinated influencers, oversaw technical aspects, and analysed marketing performance, and created a collaboration campaign with 'The Parsley Market' to boost brand visibility

ACADEMIC EXPERIENCES

Class of 2021

CHULALONGKORN UNIVERSITY

BACHELOR OF ARTS IN LANGUAGE AND CULTURE

→ Major in Cultural Studies & Language | Minor in Spanish
→ First Class Honour | GPA 3.64

Class of 2017

RAJINIBON SCHOOL

PROGRAM OF ENGLISH AND MATHEMATICS

→ Honour Diploma | GPA 3.94

STRENGTHS/EXPERTISE

GALLUP: CLIFTON STRENGTHS

→ Achiever, Relator, Learner, Responsibility, Strategic

LANGUAGES

→ Thai (native)
→ English (professional proficiency)

TOOLS

→ Figma
→ Google Analytics
→ Jira / Confluence
→ Microsoft Office Services
→ Google Cloud Services
→ AppsFlyer
→ Miro