



Yahda Anakwattana

Product Designer & Strategist
KASIKORNBANK, Accenture, Pomelo Fashion

 yahdaaaaa.com

 kammyahda@gmail.com

 [linkedin.com/in/kammyahda/](https://www.linkedin.com/in/kammyahda/)

 (+66) 95-953-3650

Personal Statement

A highly motivated Product Designer & Strategist with Thai & international experience, dedicated to driving innovation & efficiency. Experienced in product management, business strategy, UX/UI design, research, content strategy & intercultural communications, I aim to elevate company development through expertise in creative effort, strategic thinking, critical thinking, & effective work process implementation. Eager to apply my knowledge for continuous improvement, I am dedicated to contributing to organisational growth & sustainable business development.

EDUCATION HISTORY

-  **Chulalongkorn University | 2018 - 2021**
Bachelor of Arts in Language & Culture (International Program)
Major in Cultural Studies & Language | Minor in Spanish
First Class Honour | GPA 3.64
-  **Rajinibon School | 2014 - 2017**
Diploma Program in English & Mathematics
Honour Diploma | GPA 3.94

WORK EXPERIENCES

-  **KASIKORNBANK Public Co., Ltd. | May 2024**
Product Designer & Strategist (Assistant Manager of Conceptual & CX Design Team)
Corporate Strategy & Innovation Devision | Visionary & Corporate Strategy Department
TAGTHAi: Thailand’s all-in-one travel mobile application & website
 - Launched 5 features:** Guest Access Mode, Online Marketplace, AI Trip Planner, Travel Pass, E-Wallet for foreign tourists, contributing TAGTHAi app to achieve 4M downloads in 2025.
 - Owned & led end-to-end planning, execution, analysis of design & research projects of ‘TAGTHAi’. Constantly informed strategic solutions in product approach & business direction (created business requirements, user flows, UX/UI designs, prototypes, & UX copy for intuitive user experiences).
 - Standardised the work process & business framework for the design team & other stakeholders, streamlining collaboration across teams including vendors to the most efficient deliverables as part of an enterprise transformation.
 - Collaborated with the Strategy team in defining a company’s strategy, value proposition & design principles for optimising future business directions & profits.
 - Facilitated workshops to identify pain points, brainstorm solutions, & provide business strategies for future product development.
 - Directly worked with & gained requirements from C-level executives in strategising & optimising the business development for higher conversion rate, while balancing a user-friendly experience.**Social Enterprise Projects (SE): Building Business Frameworks & Business Model**
 - Positioned as a Product Manager & Product Owner. Launched 2 SE Projects: Samut Songkhram & Phetchaburi,** creating business & merchant strategy, UX/UI requirements, & delivery timeline to find solutions for starting & scaling the business.
 - Generated 276K THB for SE B2C & B2B model, & increased 2.9M total economic impact to Samut Songkhram in value in 6 months.**
 - Worked alongside C-level executives, SE specialists, & stakeholders (Operation, Merchant Management, Design & Delivery Team) in research & development of SE, a collaboration of KBank, TAGTHAi, Local Governments, Private & Public sectors, to drive sustainability, tackle social & environmental issues, & identify market potential for revenue stream by applying business frameworks (e.g. SROI, McKinsey’s 7s, Theory of Change, etc.).

WORK
EXPERIENCES

> **Accenture Solutions Co., Ltd. | Oct 2022**

UX/UI & Content Designer, Design Pillars

Consulting: Thailand's Financial Services: Corporate Portal Website & Mobile Banking Application

- Designed, strategised, researched, & developed the design & narratives to work in concert with the user interface, & user flows from given user stories throughout the customer's application & website journey for Thailand's frontrunner banking services
- Involved in an E2E process of B2B & B2C products from the phase of discovery, requirement analysis, design, usability testing, product implementation, & go-live.
- Conducted research, user interviews, user personas, & performed usability testing which involves in an iteration process in order to ensure seamless user experience & get closer to the solutions that support user behaviour
- Collaboratively worked with UX/UI designers, POs, BAs, devs, & testers in product optimisation according to the client's business requirements, aiming to improve & accommodate an intuitive journey for users
- Created a business content style guide of the product, & came up with clear, concise, humanised & effective copy for users, simultaneously ensuring consistency of tone & voice across all platforms
- Actively worked on product defects & misalignments during the SIT/UAT phase to avoid product inconsistency with devs, testers, & BAs
- Helped standardise the work process, & worked on effort estimation & project planning

> **Freelance | Apr 2021**

Academic Researcher

Document Planning, Translation, and Proofreading

- Developed project proposals & guided clients on academic research & university application essays
- Translated & proofread research, university assignments, & portfolios

Proficiency English Instructor

IELTS, SAT, TOEIC, Public Speaking, Academic Writing, and Advanced English Tutoring

- Tutored 50+ private classes, helping students effectively improve English skills for proficiency exams & personal growth (average IELTS score achievement: 7, 7.5, 8)
- Students successfully enrolled in top universities: the University of Leeds (UK), the University of Manchester (UK), University of Arts London (UK), Cookery William Institute (Australia), Chulalongkorn University, & Thammasat University
- Strategically plan personalised courses & materials using Oxford & Cambridge resources for the most efficiency for each individual
- Created modern & joyful learning experience for students' engagement

> **Pomelo Fashion Co., Ltd. (Internship) | Jun 2020**

Creative Content Marketing

Creative Team | Marketing Department

- Delivered 80+ creative content projects for media platforms & in-store experiences, optimising marketing campaigns to enhance customer engagement (e.g, emails, app & website assets, banners)
- Initiated concepts & executed copy for Pomelo's upcoming projects & collections
- Collaborated with Creative, Campaign, & PR teams in managing content & accomplished objectives on time
- Coordinated with Performance Marketing team to visualise & analyse customer engagement for future development
- Demonstrated strong presentation & communication skills with international colleagues
- Performed effective presentation & discussion skills with oversea colleagues

Internship Project: Capstone

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

- 1st Runner-up (Profit: 385,000 THB/1 hr livestream) for creating innovative concepts to refresh Pomelo Fashion's image, drive customer engagement, & generate sales profits
- Managed livestream strategy, coordinated influencers, oversaw technical aspects, & analysed marketing performance
- Collaborated with The Parsley Market on a lucky draw & styling campaign to boost brand visibility

ACTIVITY
EXPERIENCES

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Academic & Extra-Curricular Activities

"Chula Hugs Nan" Volunteering Program | 2019
 - Experienced Nan’s province cultures & social issues, providing sustainable solutions for poverty & water shortage
 - Strengthened research, analysis, negotiation, & problem-solving as an organiser/speaker

CU Interact, CU International Affairs | 2019
 - Introduced Thai cultures & advised international exchange students on educational plans
 - Developed inter-cultural communication & presentation skills

CU ASEAN Cultural Workshop | 2018
 - Presented Thai cultures & Thai language to international students
 - Developed coordinating performance & intercommunication skills

BALAC Open House | 2018
 - Worked in the artwork team to develop online & offline content to promote the faculty
 - Helped organised an Open House event, providing essential information to high schoolers

CU 12th Intergames | 2017
 - Created artwork to promote the faculty & provided responsibility for photography of the event

LTC London, United Kingdom (Summer Course) | 2015
 - Attended 2 business English courses, contributed active participation in class activities, & initiated ideas & discussions with international students

STRENGTHS &
EXPERTISE

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Strengths

Gallup: CliftonStrengths

Achiever Relator Learner Responsibility Strategic
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Professional Skills

Languages

Thai (native) English (professional proficiency) Spanish (intermediate)

Industry Experiences & Specialisations

Travel Industry

Financial Industry

Consulting Industry

Technology Industry

Fashion Retail Industry

Product Design (UX/UI)

Research & Strategy

Business Development

Content Design & UX Writing

Creative Strategy

Tools & Programmes

Figma

Google Analytics

Jira & Confluence

AppsFlyer

Miro

Maze

Microsoft Office

Google Cloud Services

Zeplin

Social Media Platforms

>

Personal Skills

Critical thinking

Creative spirit

Research-oriented

Strategy-oriented

Detail-oriented

Accountability

Presentation

Goal-setting

Intercultural communication

Negotiation & patience

Time management

Open-mindedness

TRAINING
COURSES

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KASIKORNBANK

Social Return on Investment Design Thinking: Empathy Compliance for Banking Business

Unlock Agile Mindset AEROGRAM: AI Tools Cyber Security Fundamentals
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Accenture

Technology Quotient (Agile & DevOps, Blockchain, Cloud, Enterprise Platforms, Data, etc.)

Ethics & Compliance: Information Security Advocate

Ethics & Compliance: Delivering Value with Integrity

Thriving Together: Building Resilience and Belonging
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Coursera

Design-Led Strategy: Design thinking for business strategy and entrepreneurship
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SkillLane

Project Management for Non-Project Managers
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UXCEL

Design Thinking UX Research UX Fundamentals