



# Yahda Anakwattana

Product Manager & Strategist

KASIKORNBANK, Accenture, Pomelo Fashion

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## Personal Statement

Yahda bridges product strategy, business thinking, & UX/UI to build user-centred digital platforms with measurable impact across domestic & international stakeholders. She has delivered end-to-end products across finance, consulting, travel, social enterprise, & marketplace domains, leading discovery, research, requirement definition, UX/UI design, & performance analysis. With a hybrid background in product management & design, she applies data-informed decision-making to balance usability, growth, & long-term value creation.

## 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 Manager & Strategist

Corporate Strategy & Innovation Division | Conceptual & Customer Experience Design Team

#### TAGTHAi Digital Travel Pass: Social Enterprise Projects - Building Frameworks & Business Models

- Positioned as a Product Manager & Product Owner. Launched 2 SE Projects: Samut Songkhram & Phetchaburi, leading E2E journey, managing team members, creating business & merchant strategy, UX/UI requirements, & timeline to find solutions for starting & scaling the business.
- Led & owned ROI & SROI (Social Return on Investment) evaluation to analyse value, efficiency, & impact of investments, allowing an organisation to make data-driven decisions that maximise returns in expanding business opportunities & acquiring funding.
- Generated 276K THB for SE B2C & B2B model, & increased 2.9M total economic impact to Samut Songkhram in 6 months after launch.
- Conducted the 1st Thai tourist research to find business opportunities, shifting direction to focus more on the Thais.
- Worked alongside C-level executives, SE specialists, & stakeholders (Local Governments, Private & Public Sectors, etc.) in research & development of SE, to drive sustainability, tackle social & environmental issues, & identify market potential for revenue stream.

#### Product Designer & Product Owner

##### TAGTHAi: Thailand's all-in-one travel mobile application & website

- Launched 5 features: Guest Access Mode, Online Marketplace, AI Trip Planner, Travel Pass, Foreign Tourists E-Wallet, contributing TAGTHAi app to achieve 4M downloads in 2025.
- Owned & led E2E planning, execution, analysis of design & research projects of 'TAGTHAi'. Constantly informed strategic solutions in product & business direction (created business requirements, user flows, UX/UI designs, prototypes, & UX copy for intuitive user experiences).
- Facilitated 5+ workshops to find pain points, solutions, & strategies for product development.
- Was a 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.
- Standardised the work process & set frameworks for the design team & other stakeholders, with an objective to strategise & optimise the product development for higher conversion rate, while balancing a user-friendly experience.

## WORK EXPERIENCES

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

#### **Content Designer, Design Pillars (UX/UI)**

##### **Consulting for Thailand's Frontrunner 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.
- Designed, strategised, researched, & developed the design & narratives to work in concert with the user interface, & user flows from given user stories for the customer's application & website journey
- Involved in an E2E process of B2B & B2C products from the phase of discovery, research, requirement analysis, design, usability testing, product implementation, & go-live, 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. Actively worked on product defects & misalignments during the SIT/UAT phase to avoid product inconsistency.
- 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

### > **Freelance | Apr 2021**

#### **Academic Researcher**

##### **Document Planning, Translation, & Proofreading**

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

#### **Proficiency English Instructor**

##### **IELTS, SAT, TOEIC, Public Speaking, Academic Writing, & Advanced English Tutoring**

- Tutored 60+ 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., app & website assets, emails, banners)
- Initiated design concepts & executed UX 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

#### **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

- **Academic & Extra-Curricular Activities**  
Chula Hugs Nan Volunteering Program      BALAC Open House  
CU Interact, CU International Affairs      CU 12th Intergames  
CU ASEAN Cultural Workshop      LTC London, United Kingdom (Summer Course)

## STRENGTHS & EXPERTISE

- **Gallup: CliftonStrengths**  
Achiever   Relator   Learner   Responsibility   Strategic

- **Professional & Personal Skills**

### Languages

Thai (native)   English (professional proficiency)

### Industry Experiences

Financial, Travel, Consulting, Technology, Fashion Retail

### Specialisations

Product Management	Business Development	Requirement Analysis
Product Design (UX/UI)	UX Writing	Creative spirit
Research & Strategy	Critical thinking	Intercultural communication

### Tools & Programmes

Figma	AppsFlyer	Microsoft Office
Google Analytics	Miro	Google Cloud Services
Jira & Confluence	Maze	

## RELEVANT TRAININGS

- **KASIKORNBANK**  
Social Return on Investment      Design Thinking: Empathy      Compliance for Banking Business  
Unlock Agile Mindset      AEROGRAM: AI Tools      Cyber Security Fundamentals

- **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

- **Coursera**  
Design-Led Strategy: Design thinking for business strategy and entrepreneurship

- **SkillLane**  
Project Management for Non-Project Managers

- **UXCEL**  
Design Thinking      UX Research      UX Fundamentals