



Phatcharanan Thongkumsook (Mind)

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EXPERIENCE

FynnCorp / Product Designer

Financial Services | Jan 2023 - Nov 2025 (Mid-Level), BKK

- Translated requirements and led UX research and design for two major investment projects: a [B2C investment platform](#) (Invesnity) and a [B2B CRM for listed companies](#) (IRM or Investor Relations Management).
- Collaborated with PMs, POs, engineers, and designers to develop the CRM, Invesnity's back office, investment tracker, stock watchlist, AI news, billing payment, insider, and report generator platform.
- Conducted user research, competitive analysis, [diary study](#) and usability testing, creating personas, journey maps, wireframes, prototypes, and research insight pitches.
- Pitched UX/UI design solutions to both internal and external C-level executives and department heads.
- Teamed up with internal Investment Banking (IB) and IR teams, along with 5+ domain experts, to integrate user insights into product strategy and design.

Oct 2021 - Dec 2022 (Junior)

- Designed product experience for FynnCorp's API database (supporting "[Investors Insight](#)" LINE OAs), [e-subscription \(B2B2C\)](#) for both front and back office, and [official website](#) from scratch with peer designers, including desktop and mobile responsive versions, yielding 19,000+ investors on the platform within 3 months of launch.
- Established a design team from the ground up, recruiting UX resources to enhance the company's design capabilities.

PRIMO / UX/UI Designer Intern

Tech & IT Consulting | July - Sept 2021, BKK

Mainly dedicated to the 1 CENTRAL's project:

- Assisted in designing and developing The 1's agency back and front office to enhance overall user experience.
- Designed and developed wireflows and finalized UI walkthroughs, presenting bi-weekly deliverables to the client.
- Worked in an agile squad with PMs, developers, QAs, and other UX/UI designers.

EDUCATION

Chulalongkorn University

B.A. in Liberal Arts — Major in History (Research), Minor in English

2017-2021, BKK

SKILLS

Research	Product research, user research & strategy, user interviews & insights, usability testing, diary study
Design	UX design, wireframing, prototyping, responsive design, UI design, design system, design tokens
Tools	Figma, Miro, Adobe XD, Photoshop, Spline, JIRA