

CONTACT

suthawan.j@gmail.com
linkedin.com/in/cinsj

SKILLS

- **Product Leadership**
  Product Strategy, Roadmapping, Discovery, Prioritization, Experimentation, Product Analytics, Stakeholder Leadership, Backlog Ownership, Acceptance Criteria
- **Technical Product**
  APIs, System Integration, Digital Commerce, Web/Mobile Platforms , Architecture Trade-offs
- **AI Product**
  Model Evaluation & Selection, Human-in-the-loop Design, AI Guardrails & Data Privacy, Prompt/System Design, AI-assisted Requirements & Prototyping, AI-native SDLC
- **Delivery & Leadership**
  Agile Product Development · Stakeholders and Vendor Management · Release Strategy · Cross-functional Leadership

TOOLS

- **Product & Planning:**
  SDLC ownership, Jira, Confluence, Notion, Figma
- **Analytics & Data:**
  GA4, Firebase Analytics, Appsflyer, SQL, VWO, PostHog
- **Engineering / Architecture:**
  Postman, Swagger, Mermaid, Sequence diagram
- **AI:**
  Claude Code, Codex, Gemini API, Agent Skills

LANGUAGES

Thai
Native

English
Professional Working

Suthawan Jirandorn (Cin)

Product Leader | AI-enabled Products & Digital Commerce Platforms

Professional Summary

Product leader and former software engineer with 12+ years across engineering, payments, banking and digital commerce, including 4+ years as a Product Owner for web and mobile platforms with international, multi-vendor teams. Owns roadmaps, backlog priorities, acceptance criteria and release sign-off. Shipped an AI-enabled consumer app end to end — model evaluation and selection, human-in-the-loop review and privacy guardrails — and uses AI daily across requirements, analysis and delivery documentation.

EXPERIENCE

Jollibee Foods Corporation | *Feb 2024 – Present*

Director of Product *April 2026 – Present (Promoted)*
Senior Technical Product Owner *February 2024 – March 2026 (2 years 1 Month)*

- **Product strategy & roadmap** — Own product vision and the unified roadmap for the Philippines digital channel, covering ordering, payments, promotions and CMS, with engineering, operations, marketing and data leadership.
- **Ways of working** — Established the delivery practice on the platform: requirements-gathering process, PRD standard, scrum cadence (grooming, planning, refinement, demo), and the release announcement format.
- **SDLC ownership end to end** — Own intake, refinement, definition of ready/done, SIT/UAT coordination and release sign-off with engineering leadership; when a release is at risk, decide what ships partial, defers or blocks, and re-set the plan with stakeholders before the date moves. Introduced beta programmes as a phased-rollout gate across three releases, reducing defects reaching production.
- **AI-assisted product delivery** — Cut the time to produce a complete PRD, with functional requirements and acceptance criteria, from about a day to under an hour, including review against business context and delivery constraints. Also use AI to draft runbooks, playbooks, governance documents and root-cause analyses.
- **Concurrent multi-market delivery** — Ran multiple streams in parallel as product owner: the Philippines platform, a fraud-prevention integration for North America, and a point-of-sale integration for Malaysia.
- **Cross-team dependency ownership** — Identify dependencies across the stack (frontend, middleware API, commerce engine) and its upstream and downstream systems, and resolve them directly with owning teams so work is sequenced, not blocked.
- **Shared platform library** — Built and maintain the global template the Philippines and Malaysia apps are built from: a shared component library with brand-level customisation, in commerce- and loyalty-centric lines.
- **Cross-market leadership** — Manage two Product Owners covering North America and Malaysia, and guide product teams across regions on prioritisation and delivery approach; author the handover documentation, runbooks and QA tracking the Philippines team now operates.

Achievements

- **Commerce platform replacement — Sales up 12% and transactions up 13% in the six months after the legacy ordering platform was fully replaced across web and app; 21% conversion among engaged sessions.**
- **Operational Readiness** — Led 3+ beta programs, enabling phased rollout and reducing launch defects.
- **App quality — Jollibee PH sustains 4.8★ iOS / 4.7★ Android public store ratings (Aug 2026).**

Selected AI Products (independent)

WENUP —shift calendar for Thai nurses | iOS & Android · Sep 2026 – Present

- **Launch & traction** — First commit to App Store in under four weeks, then Google Play (Nov 2026); ~500 installs and ~100 daily active users in the first four weeks after launch, no paid marketing.
- **Model evaluation** — Evaluated Gemini Flash-Lite, Flash and Pro on real ward rosters, scoring output against each roster's printed totals so no hand-labelling was needed; selected Flash after it matched 32/32 totals on the hardest sheet vs 27/32 for Flash-Lite.
- **AI across the full SDLC** — Research (two agents researching pay rules), build (Claude Code), review (Claude code, then an independent read-only Codex review, findings triaged as confirmed, plausible or rejected), test (825 automated tests on core logic) and measure (PostHog feature usage and running costs dashboard on Claude Artifact).
- **Human review & guardrails** — Nothing saves until the nurse confirms the extracted month; unknown codes are left blank, never guessed; roster images are not stored; paid-tier API so images aren't used for training.

PORTFOLIO

Scan or visit cinary.io — case studies, product decisions, and how I work.

PUBLICATIONS

- Color Recovery of IR Image for Tele-operated robot
- A STUDY OF POST-MERGER CONFLICT CAUSES IN ORGANIZATION: A CASE STUDY OF COMMERCIAL BANK IN THAILAND

Other AI builds

- **Requirement Refiner — github.com/CinJ90/ai-product-skills** — Open-source Agent Skill (MIT) that turns ambiguous stakeholder requests into requirements with explicit states, failure paths and Given/When/Then acceptance criteria; ships with evaluation cases and a 20-point scoring rubric.
- **Pawground — pawground.co** — Bilingual pet-rehoming platform. AI screens each adoption application into a summary, red flags and follow-up questions; the owner always decides. Contact details are stripped before any model call, with a rule-based fallback if every AI provider fails.

EARLIER EXPERIENCE

Minor Food Group | *January 2022 – January 2024 · 2 years 1 months*

Channel Product Owner

- Owned the product backlogs for Swensen's and The Pizza Company — the group's two largest brands, two engineering teams — across their mobile apps and websites.
- **Swensen's** — lifted the app rating from 3.x to 4.8★ by improving feedback capture and prioritising stability and core UX over feature volume.
- **The Pizza Company** — led the app design revamp and the launch of the 30-minute guarantee, the brand's key selling point, across the full experience rather than the app alone.
- Ran the full scrum cadence (grooming, planning, refinement, demo) with the engineering teams; made scope and priority calls during development and coordinated deployments with DevOps, QA and business teams.
- Led a team of eight in-house developers running both brands' apps — recruiting, task assignment and performance evaluation — and owned project plans, flagging risks early to hold delivery dates.

TTB Bank PCL | *February 2019 – December 2021 · 2 years 11 months*

Specialist – Commercial Digital

- Managed delivery of an internal platform for onboarding corporate customers, covering account opening and Know Your Customer (KYC) processes within banking compliance requirements.
- Translated business-unit pain points and end-to-end processes into functional specifications and application flows, aligning business needs with IT delivery.
- Managed internal IT resources and external vendors against committed scope, timelines and budget; planned project phases and tracked delivery progress.
- Performed System Integration Testing, coordinated User Acceptance Testing, and reported project status and escalations to management.

Thai Samsung Electronics Co., Ltd. | *August 2016 – January 2019 · 2 years 6 months*

Business Development

- Delivered Samsung Pay features with headquarters, partners and vendors — online payments and partner integrations — and managed the Samsung Pay application on the global platform.
- Launched the Galaxy Gift Card with an e-wallet partner, and built the market's first local pre-order and gift-redemption site with marketing from the Galaxy S8 launch onward.
- Sourced vendors and ran projects from initiation to launch, owning budget, QA and wireframes/UX; worked with RHQ PM and developers on existing and new platforms.

Wisdom Vast Co., Ltd. | *May 2013 – June 2016 · 3 years 2 months*

HTML5 Developer and Project Manager

- Developed Smart TV VoD applications (HTML5, JavaScript, CSS, Smart TV libraries, JSON APIs) and hybrid mobile applications on the Cordova framework.
- Gathered client requirements, proposed solutions with cost breakdowns, and ran usability testing and delivery with developers and designers.

EDUCATION

College of Management, Mahidol University
Master's degree, Business Management | *2019 – 2021*

Thai-Nichi Institute of Technology
Bachelor's Degree, Computer Engineering | *2009 – 2013*

Osaka University
Exchange Student, FrontierLab@OsakaU | *2012 – 2013*