

CONTACT

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SKILLS

- **Product Leadership**
  Product Strategy, Roadmapping, Discovery, Prioritization, Experimentation, Product Analytics, Stakeholder Leadership
- **Technical Product**
  APIs, System Integration, Digital Commerce, Web/Mobile Platforms , Architecture Trade-offs
- **AI Product & Prototyping**
  AI-assisted Prototyping, Prompt/System Design, Workflow Automation
- **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
- **Engineering / Architecture:**
  Postman, Swagger, Mermaid, Sequence diagram

LANGUAGES

Thai
Native

English
Professional Working

PORTFOLIO

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

Suthawan Jirandorn (Cin)

Product Leader | Digital Commerce, Platforms & AI-enabled Products

Professional Summary

Product leader with 12+ years across engineering, payments, banking and digital commerce. Experienced in leading high-scale web and mobile products from strategy and architecture through launch, growth and operations. Combines technical depth with commercial product thinking, translating complex customer and business problems into scalable products. Increasingly focused on AI-enabled products and AI-assisted product development.

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. Introduced beta programmes as a phased-rollout gate across three releases, reducing defects reaching production.
- **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 multi-layer stack (frontend, middleware API, commerce engine) and its upstream and downstream systems, and drive resolution directly with the owning teams so dependent work is sequenced rather than blocked.
- **Release triage** — Own the call when a release is at risk: what ships partial, what defers, what genuinely blocks — and re-set the plan with stakeholders before the date moves rather than after.
- **Shared platform library** — Built and maintain the global template the Philippines and Malaysia apps are both built from: a shared component library with brand-level customisation, adopted on a pull basis. Two template lines, one commerce-centric and one loyalty-centric.
- **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).**

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.
- Coordinated deployments with developers, DevOps, QA and business teams.
- Led a team of eight in-house developers running both brands' apps — recruiting, task assignment, performance evaluation and improvement plans.
- Owned project plans and progress across both streams; identified risks early and took corrective action to hold delivery dates, keeping stakeholders updated.

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

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 as a prepaid marketing instrument, coordinating with an e-wallet partner.
- Built the first local pre-order and gift-redemption site for the market, working closely with marketing from the Galaxy S8 launch onward.
- Sourced vendors and ran projects from initiation to launch, owning budget and QA; designed wireframes and UX/UI to meet business requirements.
- Worked with RHQ PM and the development team to enhance existing applications and build new platforms; coordinated with Customer Service on campaign feedback.

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, designed workflows and proposed solutions with cost breakdowns; coordinated developers and designers through implementation.
- Ran usability testing and client delivery, feeding results back to the team for UX improvement.

AI & Independent Product Building

- **Pawground — pawground.co :** Designed and built an AI-assisted pet rehoming platform, taking the product from problem definition through UX, AI-assisted information structuring and implementation.
- **Pak-a-boo — Chrome Web Store :** Built a browser-based productivity/wellness product using AI-assisted development, including behavioral streak mechanics and activity-based logic.
- **WENUP — Mobile application :** Designed and built an AI-enabled shift management app for Thai shift workers using AI-assisted development. Integrated Gemini multimodal capabilities to extract structured shift information from roster images and automatically populate users' calendars, reducing manual schedule entry. Owned the product end-to-end across research, UX, product logic, AI integration, development and launch preparation.

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*