



CONTACT

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

SKILLS / TOOLS

- **Product & Leadership:**
Product strategy & roadmapping, multi-market team leadership, Agile/Scrum, stakeholder management, digital product development
- **Product & Planning:**
Jira, Confluence, Notion, Figma
- **Analytics & Data:**
GA4, Firebase Analytics, AppsFlyer, SQL, VWO
- **Engineering / Architecture:**
REST APIs, JSON, Swagger, Event-driven architecture, Web performance metrics (LCP, CLS, TBT)
- **QA & Release:**
SIT/UAT management, Release governance, Beta testing frameworks, Incident Management

LANGUAGES

Thai
Native

English
Professional Working

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

PORTFOLIO



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Suthawan Jirandorn (Cin)

Director of Product

Bangkok, Thailand

Professional Summary

Product leader with 12+ years building consumer-facing digital products across food & beverage, banking, and consumer electronics. Engineer-turned-product-leader who pairs technical fluency with commercial ownership of ordering platforms.

EXPERIENCE

Jollibee Foods Corporation

Director of Product

April 2026 – Present

- Product strategy & roadmap — Own product vision, strategy, and unified roadmap for Jollibee's digital channel (web and mobile apps) in Philippines market.
- Platform ownership — Direct the end-to-end platform covering digital ordering, payments, promotions, CMS, and backend API orchestration, in partnership with engineering, operations, marketing, and data leadership.
- Provide leadership and guidance to two Product Owners managing digital applications for North America and Malaysia, ensuring alignment in strategy, prioritization, and execution across markets.

Senior Technical Product Owner

February 2024 – Present · 2+ years

- Own full product lifecycle: discovery, requirements, technical alignment, delivery, launch, and optimization.
- Define detailed user stories, acceptance criteria, data requirements, and end-to-end customer journeys.
- Lead cross-functional collaboration with engineering, QA, analytics, design, and operations.
- Oversee API and middleware coordination, system workflows, and integration logic.
- Collaborate on implementing structured analytics (event schemas, funnels, reporting).
- Ensure compliance with security, privacy, consent management, and performance guidelines.

Achievements

- **Checkout Conversion** — Improved end-to-end ordering reliability and checkout flow, contributing to higher conversion rates across Jollibee PH's web and app platforms.
- **Operational Readiness** — Led 3+ beta programs, enabling phased rollout and reducing launch defects.
- **Content Delivery Efficiency** — Delivered the new Jollibee PH marketing website with improved IA, better SEO structure, and faster update cycles for the content team.
- **Team Leadership Impact** — Mentored two Product Owners and improved alignment and prioritization across three markets, ensuring a unified digital roadmap.

Minor Food Group

2 years 2 months

Development Manager

June 2023 – February 2024 · 9 months

- Develop and implement project plans, oversee project progress, identify potential issues, and take corrective actions to ensure on-time delivery.
- Build developer teams through recruiting and training; assign tasks, conduct performance evaluations, and implement improvement plans.
- Liaise between development team and stakeholders, providing regular updates on project progress.

Channel Product Owner

January 2022 – February 2024 · 2 years 2 months

- Manage the product backlog for the two largest brands, prioritizing user stories, features, and product-related items across their mobile apps and websites.
- Collaborate with stakeholders to gather and document detailed product requirements; break down into user stories for development teams.
- Work closely with the development team in Agile methodology for effort estimation and sprint planning.
- Provide clarifications and make scope/priority decisions during development.
- Coordinate smooth product deployments with developers, DevOps, QA, and business teams.

TMB Bank PCL

Specialist – Commercial Digital

February 2019 – December 2021 · 2 years 11 months

- Understand user pain points and end-to-end business processes; coordinate with business units to gather requirements and translate into functional specifications and application flows.
- Develop project plans and prioritize phasing to monitor and track progress.
- Manage internal IT resources and vendors to deliver projects within committed timeline, scope, and budget.
- Provide solution options and workarounds for issues encountered by end users.
- Perform System Integration Testing and coordinate User Acceptance Testing.
- Report project status and escalate issues to management.

Thai Samsung Electronics Co., Ltd.

Business Development

August 2016 – January 2019 · 2 years 6 months · Bangkok Metropolitan Area

- Liaise with headquarters, partners, and vendors to deliver Samsung Pay features (online payments, partner integrations).
- Manage Samsung Pay application on the global platform and maintain product content with outsource vendors.
- Provide technical solutions to fulfil business requirements and support sales-driven marketing campaigns.
- Source vendors, manage projects from initiation to launch, and handle budget and QA processes.
- Design wireframes and UX/UI to meet business requirements.
- Coordinate with Customer Service / Call Centre to manage marketing campaign feedback.
- Cooperate with RHQ PM and development team to enhance existing applications and develop new platforms.

Wisdom Vast Co., Ltd.

HTML5 Developer and Project Manager

May 2013 – June 2016 · 3 years 2 months · Bangkok Metropolitan Area

- Develop Smart TV VoD applications using HTML5, JavaScript, CSS, and Smart TV libraries with JSON server communication.
- Develop hybrid mobile applications (HTML5-based) using Cordova framework.
- Gather client requirements, design workflows, and propose solutions with cost breakdowns.
- Coordinate with developers and designers to implement websites and applications.
- Conduct usability testing and share results with the team for UX improvement.
- Deliver projects to clients and collect feedback to feed back to the team.

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