



CONTACT

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

SKILLS / TOOLS

- **Product & Leadership:**
Product strategy & roadmapping, multi-team leadership, Agile/Scrum, Resource management, Stakeholder management, Dependency management, Digital product development
- **Product & Planning:**
SDLC ownership, 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)

Delivery & Program Leadership · Commerce Platform

Bangkok, Thailand

Professional Summary

Product leader with 12+ years building consumer-facing digital products across food & beverage, banking, and consumer electronics. With a delivery bias: I am usually the person who sees a date slipping before it slips, and who decides what ships anyway. Engineer by training, product owner by trade, so I estimate and scope alongside engineers rather than at them. Most recently led the replacement of a legacy ordering platform across app and web in the Philippines — sales up 12% and transactions up 13% in the six months after full migration.

EXPERIENCE

Jollibee Foods Corporation

Director of Product April 2026 – Present

Senior Technical Product Owner February 2024 – Present · 2+ years

Own two platforms end to end — a digital commerce platform (iOS, Android, web) live in the Philippines, and the marketing website and CMS — including the commerce middleware and integration layer behind them. Built with an external engineering vendor. Led the replacement of the legacy ordering platform and its progressive rollout across app and web.

- **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

2 years 2 months

Development Manager

June 2023 – February 2024 · 9 months

- 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.

Channel Product Owner

January 2022 – February 2024 · 2 years 2 months

- 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.

TTB Bank PCL

Specialist – Commercial Digital

February 2019 – December 2021 · 2 years 11 months

- Built and owned an internal platform for onboarding new juristic (corporate) customers — account opening and KYC — delivered inside banking compliance requirements.
- Translated business-unit pain points and end-to-end processes into functional specifications and application flows.
- Managed internal IT resources and vendors to deliver within committed timeline, scope and budget; owned project phasing and progress tracking.
- Performed System Integration Testing, coordinated User Acceptance Testing, and reported status and escalations to management.

Thai Samsung Electronics Co., Ltd.

Business Development

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

- 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.

HTML5 Developer and Project Manager

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

- 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.

INDEPENDENT PRODUCTS

- **Pawground** — **pawground.co** — Bilingual pet-adoption and rehoming platform serving Thailand. Designed, built and operated end to end: product, code and ops.
- **Pak-a-boo** — **Chrome Web Store** — Privacy-first Chrome extension that prompts healthy screen breaks without tracking personal data. Built, published and maintained independently.

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