

# Phurin Permsilp

## Product Manager

Product builder with 2 years of experience, solid product sense, and a passion for solving real problems, building and growing product through design and structured thinking. Seeking a feedback-driven environment to hone craftsmanship.

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### Work experience

#### Product Manager

Jobcadu, Jun 2023 - Aug 2025

- **Defined and Pioneered** product roadmap and owned backlog using Linear for Jobcadu from 0 to 1, prioritizing features through collaboration and business objective
- **Led the end-to-end product development**, launching core platform features including the Resume Builder, JD Builder, Job Board, Career Page, Payment System, and B2B hiring tools by outsourcing software house in Vietnam
- **Designed and drove Jobcadu 2.0's UX/UI**, taxonomy and web content across tools like Resume Builder, Job Seeker Membership, Pro Profile Matching, End Users Dashboard, Recruiter Portal, and Career Tools using Figma, v0, and Loveable
- **Scaled** the platform to 10,000+ monthly visits, thousands of users and 1,000+ job applications through SEO, analytics using GA4, Google Search Console, and Research

#### Assistant Consultant

Kenan Foundation Asia, May 2022 - Jun 2023

- Led 7 funded projects worth 3M THB, benefiting 500+ SME owners, students, and disadvantaged groups.
- Analyzed 50+ reports and conducted desk research to support business development, project design, and execution.
- Delivered programs in employability, digital inclusion, and health, leading to best practices and 2 new follow-up projects.

### Education & Learning

#### Bachelor of Economics

Chulalongkorn University, 2017 – 2021

|                                   |                      |
|-----------------------------------|----------------------|
| Product                           |                      |
| Book, X, Product School, Coursera |                      |
| Basic Figma                       | UX Design Foundation |
| Youtube, Udemy                    | Uxcel, 2025          |
| Intro to Python, SQL              | Frontend Path        |
| Boot.Dev, 2025                    | Scrimba, Current     |
| Marketing                         |                      |
| Internship, Coursera              |                      |

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|--|-------------|
| Product Management, Discovery, Business Requirement, Communication                 | Product     |
| Cognitive Load, Navigation, UX copy, Edge case, Basic UX laws, Pattern Recognition | UX          |
| Web Design, Prototyping, Vibe-coding, Figma, Canva, Illustrator, Frammer, Loveable | Design      |
| HTML, CSS, Javascript, Python, SQL, Claude Code                                    | Development |
| SEO, Content Writing, Information Architecture, AI Prompting & Evaluation          | Others      |