

# PHURIN PERMSILP

Product Manager

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## PROFILE

Business analyst and product builder with hands-on experience owning complex, ambiguous problems across strategy, design, and execution in a lean startup environment. Proven ability to translate business problems into working solutions; from structured requirements and UX design to AI-assisted prototypes and data-informed decisions. Comfortable working and self-learning across functions content, marketing, SEO. Bilingual Thai/English.

## SKILLS

### Analysis & Strategy

Business analysis · Requirements Analysis · Workflow documentation · Desk research · GA4 · SQL (basic)

### UX/UI & Prototyping

Figma · User flows · Information architecture · v0 · Lovable · Rapid prototyping

### AI & Tool Building

Claude Code · Prompt engineering · AI-assisted SOPs · Next.js · Supabase · HTML/CSS/JS/TS

## EXPERIENCE

### Product Manager (First Hire) · Jobcadu (AG Partners Thailand)

Jun 2023 – Aug 2025

- Owned end-to-end product strategy and execution as the sole product hire; framed problems, defined requirements, designed UX, coordinated offshore development, and tracked business outcomes across a 0-to-1 platform.
- Translated ambiguous business goals into structured specs, user flows, and prioritized backlogs; managed delivery with a Vietnam-based dev house using Notion and Linear throughout.
- Applied AI tools daily to accelerate content production, JD creation, and SEO operations; built prompt systems for recurring tasks and drove adoption across the team.
- Designed UX/UI for 6+ platform features in Figma including Resume Builder, Job Board, Recruiter Portal, and Career Tools; owned information architecture, taxonomy, and UX copy.
- Grew platform to 10,000+ monthly visits and 1,000+ job applications through SEO strategy, content operations, and data monitoring via GA4 and Google Search Console.
- Vibe-coded internal tools and prototypes using v0, Lovable, and Claude Code to validate ideas and ship lightweight solutions without a dedicated engineering team.

### Assistant Consultant · Kenan Foundation Asia

May 2022 – Jun 2023

- Led 7 funded projects worth 3M THB across employability, digital inclusion, and health; owned scoping, delivery, stakeholder management, and documentation for each.
- Designed and delivered a capacity building program in partnership with PTTGC and KMUTNB; structured the program from requirements through on-site execution and evaluation.
- Analyzed 50+ research reports to support project design and business development; produced findings that directly generated 2 follow-up funded projects.

## STUDY PROJECTS

- Fit-Logger:** personal workout tracking tool; designed data model, UI, and logging flow end-to-end using AI-assisted vibe coding.
- Line Developer Chat Bot:** expense tracking bot integrated with Google Sheets for automatic logging and reporting via LINE messaging.
- Thailand Travel Map Logger:** interactive travel log built with Gemini CLI; location tagging, map visualization, personal data persistence.
- Portfolio site** and learning projects built iteratively with HTML/CSS/JS, Claude Code, and Codex CLI.

## EDUCATION

**B.Econ, Chulalongkorn University** · 2017–2021 · Continuous learning: UX (Uxcel) · PM (Coursera) · Frontend (Scrimba, Boot.dev) · Data & AI tooling