



# Phongpisuth Plengrat

UX Researcher

UX Researcher with experience in qualitative and quantitative methods, aspiring to understand people and solve their problems.

## EXPERIENCE

### UX Researcher | Bangkok Bank

Jul 2023 - Oct 2023 • 4 Months @Bangkok, Thailand

- Conducted social listening on social media platforms and application marketplace to discover opportunities for improvement for Bangkok Bank application and complement the results in various projects by various stakeholders.
- Supported UX Research team in in-depth interview and usability testing sessions to take notes and analyze results in form of user persona and customer journey map.

### UX Researcher | Central Retail Digital

Jun 2022 - May 2023 • 1 Year @Bangkok, Thailand

- Collaborated with senior researchers to plan, scope, conduct, analyze and communicate research.
- Conducted research with appropriate methods of data collection such as interviews and concept testing in order to answer key business questions.
- Collaborated with UX designers and product managers to understand research needs.
- Collaborated with CX team to leverage both quantitative and qualitative data into a mixed research method.
- Supported Service Design team as a facilitator in a ideation workshop which covered Ideation on HMWs, idea grouping, Impact - Effort matrix and indicating functional requirements of ideas.
- Worked cross-functionally with multiple business units e.g. Central Department Store, Tops, Supersports, Powerbuy and Thai Watsadu in order to deliver stakeholder-relevant value at a any stage of business.

### Consumer Insights Analyst | Kantar Worldpanel

Aug 2020 - Jun 2022 • 1 year and 11 months @Bangkok, Thailand

- Analyzed quantitative purchase data to interpret shopper behavior, draw logical conclusions, find opportunities and make recommendations according to clients' business issues in the FMCG industry.
- Built and maintained client relationships by engaging in discussion and delivering high quality of work in form of quarterly and ad-hoc report presentations.
- Led knowledge-sharing sessions within team encouraging a sharing culture which helping all 8 team members learn more quickly and work more efficiently.
- Key clients: CPALL, Colgate Palmolive, LION, IP One and Brand's Suntory.

### Social Strategic Planner (Internship) | Ogilvy

May 2020 - Jun 2020 • 2 Months @Bangkok, Thailand

- Conducted competitor analysis and social listening on social media to analyze conversations and trends related to brands to find opportunities for business.
- Key clients: Pizza Hut, KFC, Dutch Mill and Honda.

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phongpisuth-plengrat/

## EDUCATION

### University of Leeds

MSc Consumer Analytics &

Marketing Strategy

Classification: Merit

2018-2019 • 1 Year

@Leeds, United Kingdom

### Tohoku University

Summer program, a scholarship by

Japan Student Services

Organization (JASSO)

July 2018 • 3 Weeks

@Sendai, Japan

### Chulalongkorn University

BA Political Science

GPAX: 3.47

2014 - 2018 • 4 Years

@Bangkok, Thailand

## CERTIFICATE

### Certified E-Commerce UX Professional

Baymard Institute

Mar 2023

### UX/UI Bootcamp #5

Skooldio

June 2023

### Product Management Bootcamp #5

Skooldio

September 2023

## SKILLS

User Interview

Usability Testing

Concept Testing

Note-taking

Workshop Facilitation

## PASSION PROJECTS

Creating short-form videos

[instagram.com/mack.moment/](https://www.instagram.com/mack.moment/)

Making music

[instagram.com/mack.misc/](https://www.instagram.com/mack.misc/)