

NAWAT THONGMEE

New York, NY | +1-347-889-2778 | tito.nthongme@gmail.com | [LinkedIn](#) | [Website](#)

EDUCATION

Pratt Institute

MPS, Management & Design, May 2022 | GPA 3.90

Awards: First Place Scholarship, Core 77 Design Award Grand Prize Winner for Social Impact Category 2022

New York, United States

2020 – 2022

King Mongkut's University of Technology Thonburi

BA, Industrial Design, May 2017

Awards: Received funding as the Grand Prize Award Winner in the Startup Thailand League during 2017-2018.

Bangkok, Thailand

2013 – 2017

WORK EXPERIENCE

Eastland Food Corporation

Product Manager

- Launched innovative tech-enabled products, generating \$1.5M incremental revenue and achieving 75% market adoption in the first year.
- Led cross-functional agile teams to build software solutions enhancing retailer UX, driving a 30% improvement in customer satisfaction.
- Developed data-driven KPIs to monitor and optimize product performance, reducing churn rates by 20%.
- Partnered with marketing teams to craft digital go-to-market strategies, increasing product visibility by 40%

Maryland, United States

2023 – Present

TMES Co., Ltd

Product Designer

- Conducted comprehensive UX/UI research and usability testing, driving a 25% increase in customer retention.
- Enhanced e-commerce platforms for agricultural businesses, boosting digital conversion rates by 35%.
- Designed user-centric interfaces for the KTB Banking App, achieving #1 download rank in Thailand.

New York, United States

2023 – 2023

Above and Beyond Studios Inc.

Product Designer Intern

- Spearheaded prototype development and designed shop with locals feature, boosting user satisfaction by 40% and retention by 30%.
- Led iterative design improvements based on A/B testing, delivering a 15% improvement in operational efficiency.

New York, United States

2022 – 2023

T-Cube Development Co., Ltd,

Product Manager

- Designed and managed end-to-end development of a delivery platform, driving a 20% increase in monthly recurring revenue.
- Directed new product launches in the beverage category, achieving a \$300K revenue lift across 120 retail outlets.
- Aligned product strategies with market insights, ensuring sustained growth and competitive differentiation.

Bangkok, Thailand

2018 – 2020

Mex Connect Co., Ltd,

Founder

- Designed and launched technology-driven rehabilitation products and applications, achieving a 75% user recovery success rate.
- Led startup operations with a focus on innovation and scalability, securing early-stage growth milestones.

Bangkok, Thailand

2017 – 2019

TECHNICAL SKILLS

- Programming & Tools: SQL, Python, Tableau, Jira, Confluence, Agile, SAP, SaaS, Figma, Adobe Creative Suite, Advanced Excel
- UX/UI Design: Wireframing, Prototyping, User Research, Information Architecture
- Software Development: Product Lifecycle Management (PLM), API Integrations, Cloud Computing

CORE COMPETENCIES: Data Analytics & Visualization, Strategic Road mapping, Stakeholder Management, Market Research & Consumer Insights, Digital Transformation Initiatives

ADDITIONAL INFORMATION

- Recognized for delivering innovative, tech-driven solutions in consumer product design and brand marketing.
- Award-winning expertise in social impact product development and operational optimization.