



VIRANDA SOONTHORNPAKDEE

PRODUCT LEADER | PRODUCT STRATEGY • AI • ENTERPRISE & DIGITAL PRODUCTS

CONTACT
Bangkok, Thailand
064-459-6287
viranda.soon@gmail.com
www.viranda.me

EXECUTIVE SUMMARY

Product Leader with 10+ years of experience across Product Management, Product Design, and cross-functional leadership, building and scaling digital products across enterprise software, financial services, CRM & loyalty, ERP, healthcare, and regulated environments. Experienced in leading multidisciplinary product organizations, shaping product strategy and portfolio priorities, and aligning customer needs, business objectives, and technical feasibility. Combines deep UX expertise with Product Management, AI-assisted product development, and business thinking to drive products from discovery through production deployment and measurable outcomes.

CORE LEADERSHIP

- Product Strategy & Portfolio
- Product Organization Leadership
- AI Product Strategy
- AI-Assisted Product Development
- Product Governance
- Product Discovery & UX Strategy
- Executive Stakeholder Management

CROSS-INDUSTRY EXPERIENCE

- Enterprise SaaS & ERP
- Financial Services & Insurance
- CRM & Loyalty
- Healthcare & Regulated Products
- Digital & Consumer Platforms
- AI-enabled Products

PROFESSIONAL EXPERIENCE

Director of Products — Invitrace Co., Ltd.

JAN 2026 – AUG 2026

Led and scaled a 20+ member cross-functional product organization across multiple enterprise and compliance-driven product streams, owning portfolio prioritization, governance, organizational structure, execution visibility, and AI-enabled initiatives.

- Restructured product organization and decision ownership, reducing cross-functional decision latency by ~30%.
- Led portfolio prioritization and execution governance across 4 parallel product streams.
- Established roadmap, milestone health, and risk escalation frameworks to improve execution predictability.
- Implemented product performance visibility adopted at VP/CEO level.
- Led AI-enabled product initiatives integrating intelligent automation and data-driven capabilities into enterprise products.

Head of Product Design — Invitrace Co., Ltd.

JAN 2025 – DEC 2025

Led multidisciplinary Product Design capabilities across complex enterprise products, expanding Design's role from interface execution toward product discovery, strategy alignment, and outcome-driven development.

- Led and scaled the Product Design organization aligned with product strategy and roadmap priorities.
- Established design governance and operating practices across product teams.
- Integrated product discovery with roadmap planning, connecting user evidence, business objectives, and technical feasibility.
- Partnered with Product, Engineering, and Marketing leadership across multi-module platforms.
- Contributed to portfolio prioritization by balancing customer impact, technical constraints, and strategic initiatives.
- Embedded outcome-driven thinking into Product Design execution.

Product Owner & UX/UI Manager — Invitrace Co., Ltd.

MAY 2023 – DEC 2024

Owned product discovery, prioritization, and delivery while simultaneously leading Product Design capabilities within complex regulated product environments.

- Led product discovery and translated complex customer, technical, and regulatory requirements into structured product solutions.
- Owned backlog prioritization and roadmap sequencing across user value, business objectives, and technical feasibility.
- Defined user-story and acceptance-criteria standards to improve delivery clarity.
- Managed and mentored Product Designers while aligning Design execution with broader product outcomes.
- Partnered with Engineering and stakeholders on scope definition, delivery risks, and milestone accountability.

Founder & Product Manager — Pixel Perfect

DEC 2018 – DEC 2025

Founded and led a product consulting practice delivering digital solutions and operational platforms.

- Defined product vision, roadmap, and go-to-market direction based on client business objectives and customer needs.
- Led CARVIA, a secondhand car management platform, from 0 to 1 concept to production, spanning product strategy, UX, AI-assisted development, validation, and real-world deployment.
- Owned end-to-end product lifecycle from discovery and validation through launch and post-release optimization.
- Led collaboration between Engineering and Design.
- Established product KPI frameworks covering performance, adoption, and business impact.
- Used product and market data to inform iteration and long-term product direction.

Lead UX/UI Designer — The LivingOS Co., Ltd.

OCT 2022 – MAR 2023

Led UX and product design across ERP-focused enterprise products, partnering with Product, Business, and Engineering.

UX Designer (AVP) — Krungsri Auto

JUN 2022 – OCT 2022

Led UX across financial services, platform, and insurance products, supporting Agile product delivery and design-system development.

Assistant UX/UI Manager — Buzzebees Co., Ltd.

FEB 2020 – JUN 2022

Led and supported Product Design across CRM, loyalty, web, LINE-based, client-facing, and internal digital products.

Project Manager / UX/UI Designer— Bangkok Solutions Co., Ltd.

FEB 2020 – JUN 2022

Progressed from UX/UI Design into Product Management, managing web and application initiatives across business requirements, product planning, Design, Engineering, scope, and delivery.

ACADEMIC & INDUSTRY CONTRIBUTIONS

- | | |
|---|-----------------------------|
| • Guest Lecturer — Bangkok University | UX/UI Design, AI for Design |
| • External Academic Project Evaluator — RMUTP | Product, UX/UI & AI |
| • Course Instructor — FutureSkill | UX/UI & Product Thinking |

CERTIFICATIONS

- Technical Product Manager
- Generative AI for Product Managers
- Design Thinking
- Scrum Advanced
- UX Data Analysis

EDUCATION

Master of Business Administration (MBA) — Studying
Business Innovation
Thammasat University

Bachelor of Fine and Applied Arts
Visual Communication Design
Burapha University