



**Kwanchanok Phonor**  
www.windtowave.com

### Education

**Chulalongkorn University, 2019**

B.Arch, GPA 3.27/4 (Honors)

**Seoul National University, 2017**

Major in Ceramic, GPA 3.5/4

### Key Skills

1. Strong Self-Driven
2. Forward-thinking and Initiator
3. Strategic visionary with a focus on impact and value delivering
4. Data-driven decision-making
5. Have an eye on simplicity
6. Excellent communication and interpersonal skills
7. Cross-functional team leadership and collaboration.
8. Highly organized and able to manage competing priorities in a fast-paced environment.
9. Passionate Life-Long Learner

### Professional Skills and Methods

1. Mission, Vision and Value identification
  - a. Mission Statement
  - b. Key Value Propositioning
  - c. Business Model
2. Product Blueprint: Vision and Goals
  - a. Problem Statement
  - b. Users and Personas Research
  - c. Market Research
  - d. Assumption and Hypothesis
  - e. Objectives and Key results
3. Product Planing
  - a. Create Product Roadmap
  - b. Cross Function Workshop
  - c. Users Workshop
  - d. Identify Requirements :
    - i. User Needs, Business Viability, Feasibility
  - e. Identify Value :
    - i. Customer Value vs Effort
4. Product Design
  - a. User Journey
  - b. Wireframes
5. Product Implementation
  - a. Lead the Delivering team
  - b. Feature Breakdown
  - c. Feature Prioritization
  - d. Agile Mythology, Scrum
6. Value Delivering
  - a. Data and Result analysis

### Hobbies

- An Architect
- Earth Advocated Explorer
- Certified Advanced Scuba Diver
- Reef Conservative Specialty
- Trail Runner
- Daily, Yoga or Pilate
- Enjoy sport watching, F1

### Contact

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**Trailblazer** with an optimistic and open-minded approach, Kwanchanok is ambitiously tackles challenging problems head-on to make a positive difference in the world.

**Senior Product Manager** with a background in Architecture. Kwanchanok possess a diverse set of skills that bring a unique set of strengths to the table. Full of energy and self-motivation, Kwanchanok led the team delivering impactful solutions that have meaningful contributions to the greater good.

### Experiences

**Senior Product Manager/Owner**, AscendBit, Blockchain Company, CP Group.  
2021 - Present

#### 2023 - Tokenized Badge and Its Open Data

- Track, Measure, Act! Kwanchanok recognize the potential in utilizing data from blockchain technology. She led in a PoC site where business(B2B) can reward users(B2C) with tokenized badge, utilizing the behavior and retargeting specific interested group through open dashboard.

#### 2022 - NFT Wallet and Studio

- Recognize growing market demand for NFTs globally
- Kwanchanok pioneer the foundation. She led the team in creating a simple NFT studio that enables users to create and drop NFTs with ease. She also delivered digital wallet that could seamlessly store NFTs.
- Working within and across function, Kwanchanok demonstrate proven track record of building high-performing team. She motivated individuals from various functions to achieve towards shared goals, creates a supportive and positive work environment and foster a culture of hope and optimism that lead success.
- The wallet sits in Thailand largest e-wallet with 26 millions users.

#### 2022 - NFT Enabler for Thailand Game Show

- Recognized the potential of blockchain-based smart-contracts to offer customization for businesses and empower artists with recognition and compensation.
- The platform provided a variety of features, including a revenue-sharing model that ensured fair returns for all stakeholders, with artists receiving a 2.5% loyalty for every time each resold NFT.
- The project demonstrates the positive impact that blockchain technology can have on future generations marketing and creative communities.
- The event welcomed 160,000 visitors, the collection consists of 2022 pieces, and was holded by 500 collectors, reached 1 million sales within 3 days.

**Product Executives**, Creatives subsidiary under Nestle Thailand.

2020 - 2021

#### 2020 - Nescafe Street Cafe for Nestle Professionals Thailand

- Turned a business pain-point into a new, sustainable revenue stream by leveraging existing operations, creating new product line.
- Recognized market gaps and customer desires, coupled with expertise in architecture, Kwanchanok led the team developed cafe franchises enhanced the value of Nescafe's coffee bean business
- While also providing a unique opportunity for growth and engagement with B2C customers through B2B business, such as VR cafe experience.
- The franchise surpassed 100 branches within 1 year timeframe, and is still now growing exponentially not only in Thailand but Region.

### Achievements

- True 5G Metaverse Hackathon 2022 - Judge and Mentoring**
- Young Innovation Leader at Sustainability Summit - Selected Leader**
  - Passionated in local development, her personal project includes utilizes traditional pottery techniques with a modern twist. The innovative approach has gained recognition and bring her as an emerging designer in the field.
- Asian Young Designer Award - Bronze Prize**
  - Kwanchanok proposed concept architecture inspired by the sensory and phenomenology of the area. The project reflects the way of life of local fishermen in her hometown, Rayong, the coast of Thailand.

### Personal Interests and Projects

- Live off the Land!** - She spends her free time traveling, in rural area mostly. She collected geological indicating elements, such as local clay and technique, experiment it from different approach, and presenting the world value of it. She hopes local people she met can utilize and be proud of the land they are living.
- WIND TO WAVE (WOW)** - Like the winds and the waves, She advocates her startup studio to be (the medium) connect the Earth (+) the Human. With the studio philosophy - Earth First, More Human, Crafted Solution, She provide Information design services and product. Making technology more human is her ultimate mission. You are welcome to visit **www.windtowave.com**