

## Professional Summary

Solution-oriented Full-Stack Engineer with over 3 years of experience designing and developing scalable systems and web applications for leading companies, including LINE Thailand, SCB, and LMWN. Skilled in React, Vue, NodeJS, and Golang, with proven success in optimizing performance and enhancing UX for LINE Shopping, serving 21M active users. Adept at collaborating with cross-functional teams to deliver high-quality solutions and improve business outcomes, with a strong focus on performance optimization, system scalability, and seamless user interfaces.

## Education

- Chulalongkorn University – Bachelor of Science – Computer Science Major

2017 – 2021

## Work Experience

### Solution Engineer, Full-Stack at LINE Thailand

Full-Time | Oct 2022 – Present

The most popular messaging platform in Thailand (54M users), working under Commerce Engineering team.

- Solution Development** – Contribute to the ideation, design, and implementation of various project solutions, enhancing core functionalities and introducing new features to support business units; LINE Shopping, LINE MyShop, LINE OA Manager, LINE Wallet, and internal tools. Work closely with cross-functional teams to design and implement large-scale systems (21M active users).
- System Design and Scaling** – Implemented a high-performance LINE Shopping API for serving LINE Wallet, handling over 24M requests per day (17k requests per minute) with 3 seconds response time using microservices, message queues, and caching mechanisms. Demonstrated full-stack expertise in developing scalable solutions, integrated with LINE Messaging API, LIFF, and Flex Messages.
- Performance Optimization** – Resolved critical issues on LINE Shopping by optimizing Lighthouse scores, migrating images to WebP, and reducing bundling size. Improved load times by 50%, leading to reduced bounce rates, better UX, SEO rankings, and higher user retention.

*Key contributions: SEND GIFT, Seller dashboard, Wallet 4.0, Universal coupon, and more.*

### Software Engineer, Full-Stack at Jenosize Digital Group

Part-Time | Feb 2022 – Present

Leading marketing-technology company in Thailand, working under Jenosize Technology team.

- Web App Development** – Led development and design of diverse client and internal projects, collaborating daily with multi-disciplinary teams and clients. This resulted in a 15% increase in customer satisfaction due to timely delivery and consistently high-quality solutions.

*Featured clients: Big C, 7-Eleven, Property Perfect (supporting 500k users monthly).*

### Software Engineer, Frontend at Siam Commercial Bank

Full-Time | Jun 2021 – Sep 2022

The first commercial bank in Thailand, working under Payment Hub team.

- SCB ePP** – Engineer and maintain major features of online bill payment system. Contributed to UX/UI redesigned that increased ePP's user satisfaction score by 25% and reduced customer support tickets by 10% through a better onboarding process (impacting 2M customers).

*Key contributions: New onboarding flow, Discount profile, Partial invoice, and more.*

### Software Engineer, Frontend at LINE MAN Wongnai

Internship | Jun 2020 – Jul 2020

Popular super-lifestyle platform in Thailand (10M users), working under Wongnai O2O team.

- Wongnai Rewards** – Enhanced module functionality by migrating code from JSP to React, leading to an increase in daily active users and improved rewards redemption rates through performance and user experience optimizations.
- User Dropdown Menu** – Implemented an all-new navigation menu (desktop and mobile), and migrated to the central repository; resulting in reduced 60% code redundancy and improved maintainability in several projects (Wongnai, Beauty, Delivery, and Massage at Home).

### Web Developer and UX/UI Designer at Socity Space

Part-Time | May 2019 – Present

Full-service digital agency in Thailand, working for leading companies and customers.

- Website Development** – Designed and developed websites for clients, boosting overall traffic by 25% and reducing bounce rates through improved user experience. Developed reusable WordPress templates, decreasing development time for new projects by 20%.

*Featured clients: COTTO, Kyocera, TOYOX (serving 1M visitors annually).*

## Achievements

- Senior Project: OCSC Learning Platform (2021)** – An e-learning system (250k users) for the Office of the Civil Service Commission (OCSC). Responsible for frontend development and UX design. Developed by using TypeScript, React, Redux, and MUI.
- 18<sup>th</sup> Young Webmaster Camp (YWC): Programming Major Finalist (2021)** – One of the selected candidates chosen from more than 200 developers. Collaborated with a team of 8 members to develop web application using React, NextJS, and Ant Design.

## Leadership Experience

- Head of Public Relations: 20<sup>th</sup> CUCM Camp** – Led a team of 8 people to organize public relations strategy for Chula-Chiang Mai academic camp (200 attendees); generated the highest organic reach record of 27k engagements.

## Technical Skills

- Languages:** JavaScript, TypeScript, Golang, Java, Python
- Databases:** MongoDB, MySQL, Redis, GraphQL, Firebase
- Frameworks:** React, NextJS, Vue, NuxtJS, NodeJS, Redux
- Testing:** Unit Testing, Integration Testing
- Tools:** Git, RabbitMQ, Elasticsearch, K8S, Docker
- Other:** Tailwind, MUI, Storybook, NodeRED

## Miscellaneous

- Languages:** Thai (Native), English (Upper-intermediate)
- Interests:** Movies, Photography, Board games