

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

Software Engineer, Frontend at LINE MAN Wongnai (LMWN)

Full-Time | Nov 2024 – Present

Leading food delivery and lifestyle super-app in Thailand, working under New Offline Business team.

- New Business Initiative** – Led frontend development for a new Dine-in deals feature on LINE MAN app, enabling users to purchase and redeem restaurant vouchers offline. Delivered end-to-end user journeys including deal discovery, secure payment, and QR redemption.
- Merchant and Admin Tools** – Built core features for Wongnai Merchant App, allowing restaurants to create, track, and redeem deals. Delivered production-grade frontend across consumer, merchant, and admin platforms. Impacting 10M active users across 77 provinces.

Solution Engineer, Full-Stack at LINE Thailand

Full-Time | Oct 2022 – Sep 2024

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 under 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.

Software Engineer, Full-Stack at Jenosize Digital Group

Part-Time | Feb 2022 – Sep 2024

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 (SCB)

Full-Time | Jun 2021 – Sep 2022

The first commercial bank in Thailand (17M digital users), 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.

Software Engineer, Frontend (Intern) at Wongnai Media

Internship | Jun 2020 – Jul 2020

Popular review and lifestyle services 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 (Review, Delivery, Beauty, and Massage at Home).

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 developed web application using React, NextJS, and Ant Design.

Leadership Experience

- Head of Public Relations: 20<sup>th</sup> CUCM Camp (2019)** – Led a team of 8 people to organize public relations strategy for Chula-Chiang Mai (CUCM) academic camp (200 attendees); generated the highest organic reach record of 27k engagements.

Technical Skills

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

Miscellaneous

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