

01 SPOT THE PROBLEM	02 ANALYZE IT	03 FIND THE WAY OUT	04 BUILD THE TOOL	05 MEASURE IT
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Business-school graduate who builds. I start from the workflow, not the technology — sit with the people doing the work, find where time and money leak, then ship the fix myself using AI-assisted development and keep iterating from real usage. **Shipped a production learning platform to 215 registered learners, an AI production engine behind 30 live lessons, and production features in a reviewed team codebase** — and I measure every one of them.

EXPERIENCE

Business Development → AI Product Builder · B2B IT Solutions & Cloud Software Company Feb 2025 - Present

- **Owned lead-generation engine (0→1).** Spotted that the company relied on partner-referred leads — so every deal ended in a price fight. Designed an owned demand engine: short educational content → free product courses → trial intent → attribution → CRM handoff to sales. Owned strategy, funnel KPIs and decision rules, and built the learning platform.
- **AI-assisted course production system.** Built a reusable video-production pipeline (transcription, edit planning, cuts, captions, audio, QA, publishing) that shipped **30 live lessons across 6 course collections**; one course went from 23 raw recordings (5h 16m) to 21 finished lessons (2h 22m). Turned every reviewer-reported defect into a regression test — **11/11 defect, 9/9 visual and 12/12 self-correction checks passing**.
- **Internal business portal.** Translated HR and employee workflows into production modules — leave, recruitment, onboarding, role-based access, schema, APIs and UI — through blueprints, ADRs and architect-reviewed pull requests in a multi-contributor codebase.
- **Sales quotation AI agent.** Rotated into sales to learn the workflow first, then built and deployed an agent that reads customer emails, checks customer and product data, generates quotation PDFs and drafts replies through a 9-tool workflow on cloud infrastructure; core quotation scenarios pass end-to-end.

Founder & Solo Builder · RongrianAI (rongrianai.com) 2025 - Present

- Found that non-coders wanted to *build* with AI, not just learn prompts. Designed the course, business model and funnel, then solo-built the production platform: auth, catalog, checkout, payments, enrollment, video learning, dashboards, admin CMS and analytics (conversion, lesson drop-off, revenue by UTM).
- **Grew to 215 registered learners, 201 of them in the latest 90 days.** Added a live chat agent that handles direct messages, comment triggers and FAQs. 296 commits, nearly all my own.

Co-Founder, Operations & Growth · Asgard Design Feb 2018 - Mar 2024

- Ran a real business for six years: product, production, marketing and multi-store distribution across Thailand and Laos — nearly 5,000 units sold. Learned the hard way that copying other people's marketing without your own analysis doesn't sell; analysis comes first.

SELECTED BUILDS

ChatIDE — local-first AI coding IDE

Desktop app that lets ChatGPT work inside a user-chosen project through 26 permissioned tools — read-only by default, per-write approval, phone approvals, audit trail, packaged macOS releases.

Posee — Restaurant POS

Counter sales, QR table ordering, kitchen and staff screens, payments, reporting, stock and receipt printing — full-stack, cloud-ready.

SKILLS

Product	Product discovery, workflow research, requirements, user journeys, rapid prototyping, product analytics
Business	Business model & funnel design (TOFU/MOFU/BOFU), KPIs & attribution, pricing, pitching & presenting
AI & Build	AI agents, LLM tool calling, MCP / A2A, workflow automation, Next.js, TypeScript, Supabase, PostgreSQL, Vercel, Cloud Run
Language	Thai (native), English (professional)

EDUCATION

Mahidol University International College
B.B.A. International Business, Minor in Marketing
Graduated 2024 · GPA 3.09