**Paul Phumchumphol**

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**SUMMARY**

Service designer with over six years of experience delivering innovation across corporate, public, and civic sectors. I specialise in turning complex challenges into user-centred, systems-level solutions through co-design, strategic research, and speculative design. My work spans digital platforms, policy innovation, and digital transformation. I have led multidisciplinary teams, influenced executive decision-making, and built design capability within organisations. With a background in design and innovation, I bring a cross-sector perspective and a strong commitment to social impact. I thrive in fast-paced, collaborative environments where design drives meaningful and measurable change.

**EDUCATION**

**Royal College of Art**, QS World’s No.1 in Design for 10 consecutive years, United Kingdom Sep 2024 – Aug 2025

Master of Service Design; Awarded Full Scholarship by Logitech Scholarship for Art & Design.

* Dissertation: Designed a transition strategy and portfolio of 12 innovations to create a shift toward a collaborative consumption model in future food retail, applying Transition Design and Speculative Service Design.
* Co-designed a career discovery service using exit-to-community strategy to create community-driven venture, helping students align their goals and education pathways, in partnership with Design for Good.
* Collaborated with the UK Ministry of Justice to design future rehabilitation strategies for youth offenders in 2040, using foresight and service design methods.
* Led a sprint in Design-led Innovation Module for London Business School MBA students to design a play-based learning system for rural children in India; selected as one of 15 RCA students to join the program.

**Imperial College London**, United Kingdom Dec 2024 – Jun 2025

Elective module, Imperial College’s MBA x RCA, Entrepreneurial Journey Module

* Developed an EdTech venture supporting international students in the UK, helping them navigate academic, social, and daily life through a virtual campus model.

Elective module, Imperial Business School x RCA, Wicked Acceleration Module (selected as one of 9 RCA students)

* Designed a new designation method for Marine Protected Areas (MPAs) in the UK, integrating local knowledge to improve community participation and policy adoption; collaborated with the Monterey Bay Aquarium Research Institute.

**King Mongkut’s Institute of Technology Ladkrabang**, Thailand Aug 2015 – Jun 2019

Bachelor of Industrial Design, major in Strategic Design & Innovation

* Thesis: Designed a multi-level furniture craftsmanship course in prisons, aimed at skill development and reducing reoffending rates. The program enabled both rehabilitation and income generation, Collaborated with Ministry of Justice, Thailand

**PROFESSIONAL EXPERIENCE**

**Youth Social Innovator** at **Schwab Foundation for Social Entrepreneurship** Jun 2025 – Present

Selected as 1 of 14 Global Shapers worldwide for the Youth & Social Innovation Initiative, a collaboration between the Schwab Foundation, Global Shapers Community, and World Economic Forum.

* Collaborating internationally to develop a global playbook for youth-focused social innovation support schemes.
* Led insight-gathering through workshops and roundtables at the 2025 Schwab Foundation Summit in Seoul, Korea, engaging stakeholders including entrepreneurs, investors, and philanthropic leaders.

**Service Designer (CEO Office)** at **CJ MORE Company Limited**, Bangkok, Thailand Oct 2023– Aug 2024

Part of Carabao Group (global energy drink brand), CJ MORE is a fast-growing convenience store that had 282% growth in 2023

* First service designer in the organisation and supervised two junior service designers, supporting the CEO to translate strategic vision into human-centred retail innovations.
* Led the end-to-end design and delivery of CJ MORE’s first quick commerce service for low digital literacy users in rural Thailand, collaborating across five departments to implement a chat-based commerce model tailored to local behaviours.
* Conducted extensive customer discovery through ethnographic fieldwork and store immersion, alongside a 1,000+ respondent survey to capture rural consumer needs and insights that informed C-suite decisions and began breaking down silos across business units.
* Facilitated cross-functional co-creation workshops to align operational, marketing, and tech teams around a shared service blueprint, system mapping, enabling rapid prototype testing and smoother internal collaboration.

**Product Strategist** at **True Digital Group**, Bangkok, Thailand Oct 2022– Sep 2023

Thailand’s Largest telecommunications provider part of True Corporation Company Limited.

* Led the end-to-end design process for True VROOM, a virtual workspace tailored to Thai users, adopted by Charoen Pokphand Group with 300,000 corporate users.
* Established an insight-driven research culture across the company by integrating Hotjar analytics, launching weekly guerrilla testing at HQ, and coordinating regular interviews with customer support, store teams, and remote users to continuously analyse feedback.
* Built a centralised insights portfolio, including personas, journey maps, and task analyses, spanning both frontline staff and executive users to inform strategic product and service decisions.
* Designed seamless in-car to desktop transitions, created a hybrid training environment to support continuous learning for frontline staff without disrupting service delivery and developed integration strategies for introducing new iOS features into the existing user flow.

**Advanced Designer (Digital Global Factory)** at **Allianz Technology**, Remote to Munich Germany Oct 2021– Sep 2022

Part of Allianz Global Digital Network, internal technology consultant of Allianz, world’s largest insurance provider.

* Led international product visioning workshop sessions across France, Spain, and Germany to develop the Lead Engagement Tool within the Sales Digital Workstation, enabling insurance agents to manage customer leads throughout the sales funnel. Ensured alignment with global standards while adapting to local operations and fostering cross-country collaboration.
* Developed a lead management system by localising global design patterns (NDBX) to meet country-specific needs for the Lead Engagement Tool, ensuring it remained configurable, locally relevant, and globally consistent. Achieved this through iterative design and continuous user testing across France, Spain, and Germany.

**Customer Experience Strategist** at **Ogilvy & Mather Thailand**, Bangkok, Thailand Mar 2021– Sep 2021

* Led design research to validate and reshape a top-down website initiative for Thailand’s leading credit card provider. Conducted contextual analysis, user interviews, a 500-respondent survey, and digital ethnography to justify the project’s relevance and reorient it around actual customer needs and journeys.
* Identified two distinct user groups: real estate flipping investors and home-seeking customers, to develop a non-performing asset real estate platform for a leading Thai retail bank. Translated their unique needs into tailored design proposition, leveraging user-specific features to enhance engagement and usability.
* Led the design of a content strategy pillar to communicate Nestlé’s Net Zero goals across its APAC regional website, aligning messaging with sustainability commitments and user engagement objectives.

**Service Designer (Entrepreneur in Residence)** at **AP Thailand Public Company Limited**, Bangkok, Thailand Jul 2019– Feb 2021

Thailand’s leading real estate developer, ranking among the top three property developers in Thailand.

* Part of a cross-functional team of 3 fresh graduates, championed human-centred design methods, leading to co-found two new business ventures for AP’s 30+ developed project sites, including Condominium, House and Service Apartment.
* Found two start-ups, Fit-Friend, a personal trainer matching service, and WhichMeal, a guided nutrition service, using service design and innovation methods. Iterated over five rounds to develop a well-rounded, user-validated service model.
* Led co-design workshops with stakeholders and users, resulting in a user acquisition strategy that brought in over 3,000 users and generated revenue exceeding 1M THB ($32,000 USD) within the first year.

**VOLUNTEER EXPERIENCE**

**Impact Officer, Global Shaper Bangkok**, at **World Economic Forum,** Bangkok, Thailand Jul 2023 – Present

* Led quantifiable impact initiatives for over thirty Global Shapers within the Bangkok Hub, driving six projects under the UN SDGs.
* Led design for Decision-aid system for Chronic Kidney Disease Patients to support better financial Planning with Thailand Development Research Institute, introducing policy-innovation in Thai Public Health landscape.

**Community Leader**, at **Thai Gov Design,** Bangkok, Thailand Jun 2023 – Present

* Led a design initiative with six Voluntary Designers to develop interventions that help street vendors obtain licenses in Bangkok, in collaboration with the National Science and Technology Development Agency (NSTDA).

**Ambassador** at **One Young World (OYW),** Manchester, United Kingdom Sep 2022 – Present

* Offered Scholarship by Charoen Pokphand Group (1st Fortune Company in Thailand) to join World’s Largest Youth Leader forum.
* Developed a system to manage and repurpose outdated leased products within Thailand’s largest telecommunications provider, contributing to circular economy practices.

**ACADEMIC EXPERIENCE**

Graduate Teaching Assistant at Imperial College London, United Kingdom Jan 2025 - Present

Guest Lecturer in Innovation at Dusit Thani College MBA, Thailand Mar 2024

External Examiner for Service Design at KMITL, Thailand Jun 2022 - Present

Guest Lecturer in Professional Design Practice at KMITL, Thailand Aug 2023

**AWARDS**

1st Runner-up of SCG Upcycling Design Contest, Siam Cement Group Company Limited 2019

1 of 15 Best in Product Design of Degree Show2019, Thailand’s biggest Design thesis competition by Art4D Magazine 2019

1st Prize Winner of Vernacular Textile Product Design, Pakaoma Design Contest, PRS Thailand 2019

1st Prize Winner of Product Design for Prisoner’s Craft Contest, Thailand Institute of Justice 2018

**SKILLS**

**Languages** Thai (Native) and English (IELTS 8.0)

**Computer** Advanced: Figma, Adobe Creative Suites, Qualtrics, Google Analytics, Rhino7

Working Knowledge: Microsoft Office, CSS, HTML, JIRA, Trello

Basic: Python, SQL, Tableau

**Soft Skill** Complex System Thinking, User-Centre, Growth Mindset, Strategic Thinking, Leadership, Project Management

**Design Skill** User Research, Co-design Workshops, Future Foresight, Theory of Change, System Mapping, Policy Design, Speculative Design, Service Blueprinting, Journey Mapping, Facilitation, Agile Methodology, UX/UI Design