

Paul Phumchumphol

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Service designer with 7 years of experience delivering end-to-end innovation. My work spans digital platforms, service innovation, and transformation. I bring an entrepreneurial mindset and full-stack design capability, from strategy and systems to service, UX, and product design. I thrive in complex, multi-stakeholder environments, managing tensions across executives and cross-functional teams. I have led teams and global initiatives to influence executive decision-making, and build design capability in non-design environments.

EDUCATION

MA Service Design (Full Scholarship by Logitech) from **Royal College of Art**, United Kingdom **Sep 2024 – Aug 2025**

- Thesis: Developed a new service ecosystem and long-term transition roadmap to shift food retail toward collaborative consumption in London's context, by conducting user research and stakeholder workshops resulting in a sharing-based grocery app, portion-control smart store, and strategic roadmap with new performance metrics.
- Designed an AI-enabled Peer-to-Peer Career Discovery Platform by translating the Ikigai principle into an AI-driven decision-support algorithm, helping students align personal goals with education pathways in collaboration with Design for Good.
- Collaborated with the UK Ministry of Justice to design rehabilitation strategies for youth offenders in 2040 by applying foresight methods to speculate emerging crime patterns and offender profiles and design future rehabilitation programmes.

Extracurricular & Academic Achievement:

- Selected as the only student to facilitate a Future Foresight in Policymaking workshop at the Wicked Symposium 2025, Imperial College London, introducing policymakers from UK Government, Nesta, and leading service design agencies to design future methods.
- Selected as one of 15 students to join a 2-month design-sprint with London Business School MBA students as a design coach.
- Selected as one of 5 students to lead a 4-month module for Imperial College London's BSc Computer Science as a tutor.

PGCE Entrepreneurship & Wicked Problem (MBA electives) from **Imperial College London**, United Kingdom **Dec 2024 – Jun 2025**

- Cofounded EdTech venture with MBA students to develop a virtual campus platform and go-to-market strategy based on user research.
- Designed a digital platform to help the UK government increase community participation and adoption for Marine Protected Areas, engaging over 80 fishers and policymakers, in collaboration with the Monterey Bay Aquarium Research Institute.

BArch Industrial Design from **King Mongkut's Institute of Technology Ladkrabang**, Thailand **Aug 2015 – Jun 2019**

PROFESSIONAL EXPERIENCE

Service Design Consultant (Part-time) at **Thailand Development and Research Institute**, Thailand **Nov 2024 – Present**

- Pioneering the use of service design in healthcare policy, with a focus on reducing the need for emergency dialysis among chronic kidney disease (CKD) patients under Thailand's social security welfare scheme.

Service Designer (CEO Office) at **CJ MORE Company Limited** (Thailand fastest-growing grocery chain), Thailand **Sep 2023 – Aug 2024**

- First service designer in the organisation's strategic management level and supervised 2 junior service designers to lead the end-to-end design and launch of CJ MORE's first quick-commerce service for low digital-literacy users in rural Thailand.
- Executed a 1,000+ respondent survey including Kano and Gabor-Granger methods to validate feature ideas, price sensitivity, and user needs, alongside 100+ user interviews to explore insights that informed C-suite decisions on entering the digital retail market.
- Oversaw 5 customer journeys and aligned departments through a shared service blueprint and system map that reflected each team's goals and concerns, fostering co-ownership, easing stakeholder tensions, and strengthening collaboration.

Senior Designer at **True Corporation** (Thailand largest telecommunications provider), Thailand **Sep 2022 – Aug 2023**

- Led the end-to-end design process for True VROOM's features including seamless in-car to desktop meeting transitions, created a virtual training space, and introduced new iOS features into the existing user flow, serving over 300k users.
- Established an insight-driven culture across the organisation by integrating Hotjar analytics, launching weekly guerrilla testing at HQ, and setting up regular feedback loops with customer support and store teams which led to a centralised user insights repository, encompassing personas, journey maps, and task analyses for both frontline and executive users, to inform strategic decisions.
- Developed and scaled a design system across 6 products, covering branding to UI components, ensuring WCAG accessibility compliance and created interactive components that accelerated prototyping and usability testing.

Advanced Designer at **Allianz SE**, Germany **Jan 2021 – Aug 2022**

- Led international product visioning workshops across France, Spain, and Germany with the Global Product Owner, developers, and local business implementers to design the Lead Engagement Tool by localising global design patterns (NDBX) to meet country-specific needs, ensuring configurability, local relevance, and global consistency which was later adopted and implemented across 5 additional countries.
- Pioneered user-led co-design to restructure the information architecture of a management SaaS tool, transforming data records into configurable views through filter and cluster functions, making data easier to manage, doubling user task success rate.

Founding Service Designer (Entrepreneur in Residence) at **AP Thailand PCL's Innovation Lab**, Thailand **Jun 2019 – Dec 2020**

- Founded two start-ups, Fit-Friend (personal trainer matching service) and WhichMeal (guided nutrition service), iterating over five rounds to build a validated operating model and securing over 1.5M THB (~40k GBP) in investor funding within 6 months.
- Led the design of mobile app touchpoints, CX strategies, and operational improvement by using journey map analysis to identify bottlenecks and implementing automation systems that reduced manual admin tasks by 50%.
- Designed an omni-channel retention strategy that achieved 90%+ retention and 3,000+ users, generating 1M THB in the first year; sustained operations during COVID through "distanced training" and gamification, and achieved 250% user growth within 1.5 years.

VOLUNTEER EXPERIENCE

Youth Social Innovator at **Schwab Foundation for Social Entrepreneurship & World Economic Forum** **Jun 2025 – Present**

- Chosen as one of 14 Global Shapers worldwide to co-create a global playbook empowering youth-led social innovation.
- Led international workshops at the 2025 Schwab Foundation Summit in Seoul with entrepreneurs, investors, and philanthropic leaders.

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

- Led quantifiable impact initiatives for 30+ Global Shapers within the Bangkok Hub, driving six projects under the UN SDGs.

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

- Led a team of 6 volunteer designers to develop an AI chatbot enabling Bangkok street vendors to obtain licenses, in partnership with National Science and Technology Development Agency, tested with 30+ users, achieving a 78% success rate.

SKILL & EXPERTISE

Software & Technology: Figma, Adobe Creative Suite, Qualtrics, Google Analytics, Maze, Lovable, Vercel, Microsoft Office, JIRA, Tableau, CSS, HTML, Python, SQL, Agile Methodology, Software Development Lifecycle

Design Methods: User-centred design, User Research, UX/UI Design, Usability Testing, User Flow, Journey Mapping, Service Blueprinting, Co-design, Workshop Facilitation, DesignOps, Systems Design, Policy Design, Theory of Change, Future Foresight, Prototyping

Management: Project Management, Stakeholder Management, Leadership, Growth Mindset, Change Management, Operations Management