

Paul Phumchumphol

Portfolio: <https://www.paul-plu.work> | [LinkedIn](#)

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Service Designer with 7 years of international experience across Thailand, the UK, and Germany, working from service design and strategy to policy. *An ex-consultant and former startup founder, I am a self-initiator with an entrepreneurial spirit who excels at navigating projects from 0 to 1 with constant eagerness to learn and adapt.* Proven in leading and establishing service design capability from scratch within large organisations, from securing senior stakeholder buy-in to implementing customer journey management systems and ways of working at scale. Currently pioneering service design and systemic design to shift and inform policy in public health in Thailand, affecting over 8 million people. Graduated from the Royal College of Art with a full scholarship, I am also recognised as an Emerging Leader by the World Economic Forum, One Young World, and other international organizations.

PROFESSIONAL EXPERIENCE

Service Designer at Thailand Development and Research Institute, Remote

Mar 2025 – Present

External Consultant pioneering the first application of Systemic Design for unplanned dialysis prevention among CKD patients under Thailand's universal health insurance scheme, affecting 8+ million people, while exploring ways to embed design methodologies alongside economists and data analysts.

- Uncovered real-world insights through discovery research across 57 stakeholders, mapping journeys across policy, clinical, and patient levels using ethnographic research, cultural probes, and film documentation.
- Defined problems and key insights to create demand for policies and innovation ventures through co-design workshops with over 40 stakeholders, utilising future envisioning and change factor exploration.
- Validated a portfolio of solutions through Theory of Change models and MVP prototypes tested in hospital sandboxes, creating tangible design artefacts to visualise and build stakeholder confidence and investment.

Service Designer at Service Future Lab, United Kingdom

Nov 2024 – Sep 2025

Selected as a postgraduate researcher for Service Future Lab, a research lab at the Royal College of Art, utilising Future thinking and System Thinking with Service Design to develop future-oriented solutions for complex issues.

- Developed 2040 scenarios for youth offending for the Ministry of Justice UK, including emerging crime patterns, future justice systems, and societal values, by conducting horizon scanning and Delphi methods to create plausible and preferable scenarios for backcasting present-day interventions
- Co-created a 20-year transition roadmap exploring what behaviours, policies, and ventures are needed to shift toward a sustainable retail system in London's co-living situation, combining methods from co-design and systemic research to understand the tension and complexity.
- Delivered a Future Foresight in Policymaking workshop at the Wicked Symposium 2025, introducing UK Government and Nesta policymakers to future-focused design methods aligned with GDS standards.

Service Designer at Wicked Acceleration Lab, United Kingdom

Jan 2025 – Jul 2025

Selected as 1 of 9 students to join a joint research between RCA, Imperial College London, and Monterey Bay Aquarium.

- Identified citizen tensions regarding why the UK's Marine Protected Areas are not succeeding and being exploited through system mapping and stakeholder tension framing, with field research across UK coastal sites involving over 80 stakeholders.
- Created a GDS-compliant digital platform to increase civic engagement in designating UK Marine Protected Areas, directly informing policy enactment.
- Tested 8 AI-powered prototypes to validate policy interventions across research, public engagement, and civic stewardship pathways.

Service Designer (CEO Office) at CJ MORE Company Limited, Thailand

Sep 2023 – Aug 2024

Established CJ MORE's first service design function at Thailand's fastest-growing retail chain (under Carabao Group), supervising 3 designers and earning C-suite trust to lead a major company-wide project.

- Uncovered real-world insights through a 1,000-response survey, 100+ interviews, and frontline staff immersion, helping C-suite understand the behaviours of customers with limited digital literacy in rural areas.
- Implemented a journey management system using TheyDo across 5 major customer journeys, aligning operations, marketing, and digital teams around shared service improvement priorities.
- Initiated a chat-based e-commerce experience and launched a pilot across 15 sandbox stores, validating end-to-end service operations and informing scale-up decisions.

Advanced UX Designer at Allianz SE, Germany

Jul 2021 – Aug 2023

- Orchestrated Europe-wide visioning workshops with product teams, local users, and business units to define seamless cross-channel connectivity for the Lead Management System (LET).

- Designed a configurable Lead Management ecosystem across 5 EU markets, aligning business, technical, and regulatory priorities to enable scalable service delivery.
- Facilitated user co-creation sessions to rebuild the SaaS tool's information architecture, creating configurable views that doubled user task-completion rate.

Service Designer at Ogilvy & Mather, APAC

Mar 2020 – Jun 2021

Spearheaded service design for leading accounts across Southeast Asia in FMCG, financial services, and automotive sectors, including KTB, Krungsri, Nestlé APAC, and Toyota.

- Led sensemaking research for Krungsri Bank (MUFG) to define the role of a new web application in the end-to-end journey, designing a touchpoint that added value without cannibalising other channels' traffic.
- Redesigned Krungthai Bank's NPA platform, improving information architecture, UX, and multi-channel connectivity to increase usability by 65% and streamline access to related services.

Founder (Entrepreneur in Residence) at AP Thailand PCL's Innovation Lab, Thailand

Jun 2019 – Dec 2020

- Founded 2 health tech service ventures, securing £40k funding in 6 months; designed end-to-end service and operations, reducing manual work by 50% with 90% retention in 1 year during Pandemics.

EDUCATION

MA Service Design from Royal College of Art, United Kingdom

Sep 2024 – Aug 2025

Awarded Full Scholarship by Logitech

PGC Mini MBA (Joint with RCA) from Imperial College London, United Kingdom

Dec 2024 – Jun 2025

Enrolled in Wicked Problem, System Innovation, and Entrepreneurship module by Dr. Cristobal H. and Steve Blank.

BArch Industrial Design from King Mongkut's Institute of Technology Ladkrabang, Thailand

Aug 2015 – Jun 2019

Thesis was selected as 1 of 15 best Product Design thesis by Art4D, a Thai Leading design magazine.

VOLUNTARY EXPERIENCE

Youth & Social Innovation at World Economic Forum

Jun 2025 – Present

- Coordinated international future-visioning workshops with philanthropies, entrepreneurs, and investors at the 2025 Schwab Foundation Summit, exploring support for youth social entrepreneurs.
- Co-developed a practical toolkit enabling young founders to access partnerships and support.

Impact Officer, Global Shaper Bangkok at World Economic Forum

Jul 2023 – Present

- Directed impact initiatives for 36 Global Shapers, launching 6 UN SDG-aligned projects.

Design Community Leader at Thai Gov Design Community, Thailand

Jun 2023 – Present

- Oversaw a team of 6 to design an AI chatbot enabling Bangkok street vendors to secure licenses; tested with 30+ users and achieved a 78% task success rate.

Founder at KonCovid.com, Thailand

Aug 2021 – Nov 2022

- Developed a real-time hospital availability system used by 18M+ users during the COVID-19 pandemic.

TEACHING EXPERIENCE

System Design Lecturer at King Mongkut's Institute of Technology Ladkrabang's Service Design Course

Dec 2025

Design Innovation Coach at London Business School MBA's Venture Building Modules

Apr 2025

Design Coach at Imperial College London Bsc Computer Science's Design for Real People Modules

Mar 2025

MBA Examiner at Dusit Thani College MBA's Design Thinking Course

Mar 2024

GLOBAL LEADERSHIP ACHIEVEMENT

Youth Social Innovator Delegate at Schwab Foundation Summit 2025

Jun 2025

Session Lead at Imperial College London's Wicked Symposium for Policy 2025

Jun 2025

Delegate at Global Sustainable Development Congress 2024

Jun 2024

Fellow at Future World Education 2022

Dec 2022

Thai Ambassador at One Young World 2022

Sep 2022

SKILL

Design: Service design, Systemic Design, Journey Mapping, Stakeholder Mapping, System Mapping, Service Blueprint, Policy Design, Systems Thinking, Co-design Facilitation, Ethnography, Prototype Testing, Quantitative Research, GDS Service Standard, WCAG 2.2 Accessibility

Software: Figma, Kumu, Adobe Creative Suite, Microsoft Office, Miro, Theydo, Jira, Tableau, Lovable, HTML, Python, SQL

Management: Agile methodology, Emerging Technology, White paper review, DesignOps, Journey management, Project management, Stakeholder management, Change management, Operations management, Team leadership