Plu Phumchumphol

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Service Designer with 7 years of experience across Thailand, the UK, and Germany, working at the intersection of service design, policy, and systems change. Experienced in pioneering service design in contexts where it didn't previously exist, from Thailand's first national health service design initiative to establishing design functions within major organisations by communicating design value to other stakeholders. Led design work across the World Economic Forum, Schwab Foundation, Thai Government, Allianz, and Ogilvy. Spanning the full design spectrum, from research, design, to delivering live service, across diverse stakeholders. Graduated from the Royal College of Art on a full scholarship, focusing on Policy Innovation. Recognised as an Emerging Leader by the One Young World.

PROFESSIONAL EXPERIENCE

Youth & Social Innovation at **World Economic Forum**, Remote   **Jun 2025 – Present**
- Explored strategic direction for youth social entrepreneurship support by facilitating a 2-day cross-sector workshop with 32 stakeholders globally at the 2025 Schwab Foundation Summit in Seoul, South Korea.
- Developed a practical toolkit helping young social entrepreneurs navigate capital access, recognition, and mental health support, as demonstrated by insights synthesised from 30+ interviews globally.

Lead Service Designer at **Thailand Development and Research Institute**, Remote   **Mar 2025 – Feb 2026**
Led Thailand's first national service design initiative, transforming dialysis prevention for 8M+ Chronic Kidney Disease patients. Embedded service design within Thailand's largest policy think tank.
- 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.
- Designed a new clinical service blueprint encompassing communication protocols and digital platforms, while leveraging existing infrastructure, through 6 co-design workshops with 50+ stakeholders, applying sensemaking, tension mapping, future envisioning, and intervention readiness assessment.
- Launched a hospital sandbox to transition validated service concepts into live operation, redesigning data collection protocols, integrating AI-supported early detection flagging, and prioritising rollout sequence using KANO analysis with empirical data from 200+ stakeholders.

Service Designer at **Royal College of Art,** United Kingdom   **Sep 2024 – Aug 2025**
    Thesis - Service System for Food System Transition Toward Collaborative Consumption in UK's Co-housing
- Designed a service ecosystem enabling London co-housing residents to reduce household food waste through collaborative consumption, through a multilevel perspective and transition design approaches.
- Created a touchpoints design spanning social interaction, digital touchpoints solutions, and digital infrastructures through co-design with 50+ residents, establishing a scalable model for systemic transition toward collaborative consumption in co-housing contexts.
    Youth Offender Rehabilitation Programme – Collaborative Research with the Ministry of Justice, UK
- Explored emerging crime patterns, justice systems gap, and societal values, using user research, journey map, and stakeholder mapping to inform a new rehabilitation program experience
- Co-designed human-centred rehabilitation interventions with a cohort of rehabilitated individuals to strengthen social connections within an increasingly fragmented digital society using AI-Driven Reflection Chat, Immersive Skill Training, and Vetted Mentorship Program.
- Delivered Service Design in Policymaking workshop at Wicked Symposium 2025, introducing UK Government and Nesta policymakers to futures-focused design methods aligned with GDS standards.
    Developing Children's Resilience – Collaborative project with Islington Council
- Developed a vetted community-based chaperoning service and playground design enabling doorstep access to play spaces, co-designed with 20+ children and local stakeholders through user research and prototyping.

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 through system mapping and stakeholder tension framing, with 80+ stakeholders and field research across 3 UK coastal sites.
- Created a GDS-compliant digital platform to increase civic engagement in MPA designations, validated across 8 prototypes; research supporting app, public engagement, and stewardship pathways.

Lead Service Designer (CEO Office) at **CJ MORE Company Limited,** Thailand   **Sep 2023 – Aug 2024**
Established CJ MORE's first service design function within the Digital Department at Thailand's fastest-growing retail chain (£1.5B+ revenue, 47% growth in 2024), supervising 3 designers and earning C-suite trust to lead a major project

- Shifted C-suite from assumption-based to evidence-based digital strategy, later got an appointment to lead company-wide project despite being a new team, by uncovering rural customer behaviours through 1,000 surveys, 100+ interviews, and frontline immersion.
- Aligned previously siloed operations, marketing, and digital teams around shared priorities, as demonstrated by teams adopting unified journey management across 5 customer journeys, by establishing standardised workflows in Notion, and deploying TheyDo, managing over 5 major journeys.
- Launched a chat-based e-commerce across 100 stores, transitioning service into live operations and informing scale-up decisions by evaluating technology stack options, aligning with delivery managers, and selecting vendor partnerships, balancing cost, capability, and speed-to-market.

Product Designer at **True Digital Group**, Thailand   **Jun 2022 – Aug 2023**

Led mobile app design squad, managing 2 junior designers for Southeast Asia's leading telecommunications provider
- Led end-to-end design for True VROOM across three workstreams: in-car to desktop meeting transitions, a virtual training space for frontline staff, serving 300k+ users globally.
- Built a research culture through Hotjar analytics, weekly guerrilla testing, and cross-functional feedback loops with customer support and store teams.
- Developed and scaled a design system and service patterns across 3 employee experience platforms.

Advanced UX Designer at **Allianz**, Remote to Germany   **Sep 2021 – May 2022**

Worked as an internal IT consultant for a global Allianz entity, leading the design of a Global Sales Digital Workstation.
- Aligned product vision across 5 EU markets, as demonstrated by unanimous stakeholder sign-off, by facilitating cross-functional workshops that bridged business, technical, and regulatory differences.
- Designed a configurable data visualisation system, as demonstrated by successful expansion into 10+ countries, by conducting user testing and co-creation sessions to ensure scalability across diverse markets.

CX Designer at **Ogilvy**, APAC   **Apr 2021 – Sep 2021**

Spearheaded CX design for leading clients across Southeast Asia, including Top Banks, Nestlé APAC, and Toyota.
- Led sensemaking research for Krungsri Bank (MUFG's Top Bank) 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.

Innovation Manager at **AP Thailand PCL's Innovation Lab**, Thailand   **Dec 2019 – Mar 2021**
- Developed 2 new Home-tech services for Top Housing Providers from 0 to 4,000+ users during the pandemic

EDUCATION

MA Service Design - Full Scholarship from **Royal College of Art**, United Kingdom   **Sep 2024 – Aug 2025**
PGC Mini MBA & System Innovation from **Imperial College London**, United Kingdom   **Dec 2024 – Jun 2025**
BArch Industrial Design from **King Mongkut's Institute of Technology Ladkrabang**, Thailand   **Aug 2015 – Jun 2019**

VOLUNTARY EXPERIENCE

Design Community Leader at **Thai Gov Design Community**, Thailand   **Jun 2023 – Present**
- Established design-for-government community, designing an accessible licensing service for street vendors.

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

Design Innovation Coach at **London Business School MBA's Design-led Innovation Modules**   **Apr 2025**
Design Coach at **Imperial College London Bsc Computer Science's Design for Real People Modules**   **Mar 2025**

GLOBAL LEADERSHIP ACHIEVEMENT

Youth Social Innovator Delegate at **Schwab Foundation Summit 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, System Mapping, Service Blueprint, Systems Thinking, Co-design Facilitation, Prototype, User Research, GDS Service Standard, WCAG 2.2, Quantitative Research
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