



Service & Strategic Designer

Thanyawan Eamsonthi

<https://www.thanyawan.info>
thanya.1.work@gmail.com
+31-647-205303

Borneolaan 225,
Amsterdam 1019HX
The Netherlands

EXPERTISES

Service & UX design
Strategic Design
System thinking
Customer journeys
Behavioral change design
Design research
Stakeholder management
Workshop Facilitation
Value proposition creation
Agile

TOOLS

Figma
Miro
Adobe Illustrator
Adobe Photoshop
Adobe After Effect
InDesign

SCHOLARSHIP

Abraaj - RCA Innovation Scholarship 2016/2018

Awarded as 1 in the 5 outstanding RCA applicants across Africa, Asia, Latin America, the Middle East and Turkey

WORKSHOP

Making waves - Redefines,

July 2022, Nieuw Dakota, Amsterdam

Facilitated design thinking workshop, as part of the exhibition 'Still Water Run Deep,' to bring water knowledge from artists and researchers in the exhibition to actionable product and service solutions driving Hydrocitizenship and Hydrocommons in NDSM-Werf

WORK EXPERIENCE

Strategic & Service Designer

📍 Philips, Amsterdam, The Netherlands | July 2020 - Present

- Translate customer insights, business strategies, and behavioral change theories into practical, impactful solutions in both early and mature stage of product creation
- Translate conceptual ideas and wireframes into concrete digital UX/UI touchpoints
- Develop and execute user research strategies for rapid prototype testing
- Craft comprehensive customer journeys, system maps, personas, and other illustrative artifacts
- Facilitate multi-disciplinary workshops to align teams, pinpoint gaps, and conceptualize envisioned solutions in the system and end to end journeys
- Devise a roadmap for the envisioned user experience
- Create CX framework standardization to be implemented across Personal Health business

Associate Service Designer

📍 Philips, Amsterdam, The Netherlands | Sep 2019 - July 2020

- Design and ensure holistic end-to-end consumer experience across digital and physical touchpoints for the Beauty, Sleep & Respiratory business units.
- Translate insights into compelling artifacts - AS-IS customer journey, service blueprint, system map, personas, etc.,
- Facilitate workshops for stakeholders in all seniority to identify target consumer profiles, pains, opportunities, riskiest assumptions, and proposition North Star
- Create a wireframe and bring ideas to concrete concepts
- Run experiments to validate assumptions and improve consumer experience
- Create envisioned experience journey and service blueprints

Strategic & content designer

📍 Why_Not Social Enterprise, Bangkok, Thailand | 2014-2016

Design content and communication strategy to bring critical social issues to the public's attention. Created storytelling and information structure to trigger action, using viral videos, exhibitions, websites, and booklet. Clients include local and international NGOs, foundations, communities, and social enterprises

Social marketing co-ordinator

📍 Thai Social Enterprise Office (TSEO), Bangkok, Thailand | 2013 - 2014

Bring social marketing strategy into practice and drive the social enterprise ecosystem in Thailand. Incorporate a behavioral change strategy to encourage consumer awareness and sales of social enterprise products and services sector

Change Venture Associate

📍 Change Fusion Institute, Bangkok, Thailand | 2012 - 2013

Facilitating business development workshops for the early-stage social enterprises and supporting the development of the investment portfolios to attract more angel and philanthropy investment

EDUCATION

MA Service Design

📍 Royal College of Art, London, UK | 2016-2018

Applied service design methodology to influence creative strategic work from a holistic human-centric perspective. Project partners include Young Lambeth Co-operative, Islington Council, Royal Opera House in London, United Kingdom and The European Organisation of Nuclear Research (CERN) in Geneva, Switzerland

BA Accounting

📍 Chulalongkorn University, Bangkok, Thailand | 2008-2012