# Patt Chokchainant

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## EXPERIENCE

**Senior Product Manager** Dec 2025 - Apr 2026
**Coffey Ventures** | *Series A Restaurant Management Platform for SMBs* Seattle, WA

- Identified top 3 revenue-driving product opportunities by analyzing ordering-funnel drop-off across 700+ locations in Looker and prioritizing feature requests from support tickets and account managers
- Redesigned two core ordering flows for the consumer mobile app (20K+ users), addressing 10+ ordering-flow friction points from 30+ user interviews and iterating ~70% faster using Claude Code rapid prototypes

**Senior Product Manager, Enterprise AI Agent for Financial Advisory** May 2022 - Mar 2025
**SCB 10X** | *Innovation Arm of $15B Thai Financial Group* Bangkok, Thailand

- Cut information retrieval time by 94% by launching an AI agent that drafted grounded responses for human review, building RAG pipelines integrated with Salesforce CRM and financial product data
- Scaled adoption from pilot to 100% of 150 customer service agents, assisting all 15,000 daily cases with 87% CSAT
- Improved financial answer accuracy by 23% by defining evals and failure-mode reviews across 50K+ labeled Q&A pairs from corpus curation, synthetic data generation, and annotation vendors management
- Defined AI governance framework with risk and compliance teams, achieving 100% audit log coverage and PII redaction, all traceable for review and aligned with SEC Thailand financial regulations

**Co-Founder** Aug 2021 - Nov 2023
**Speedboat Studio** | *No-code NFT Management Platform* Remote

- Generated $4M+ in platform sales volume by building a no-code tool for creators to mint, list, and sell NFTs on global marketplaces, acquiring 18K+ users through first-sale promotions, referral programs, and Discord community building

**Product Manager, Financial Advisor Platform (B2B2C)** Jul 2021 - May 2022
**Finnomena** | *Series B Wealth Management Platform ($1B+ AUM)* Bangkok, Thailand

- Launched a 0-to-1 portfolio management platform for 3,300+ financial advisors, reaching 60% adoption in two weeks and increasing session time by 20% through A/B testing portfolio simulations built on Franklin Templeton APIs

**Technical Program Manager (Product), AI Commerce Chatbot** Oct 2019 - Jul 2021
**Sertis** | *Data and AI Consulting Firm for 7-Eleven Thailand* Bangkok, Thailand

- Increased AOV by 14% by leading an AI chatbot serving 16M+ MAU on mobile app from requirements to UAT & go-live, integrating inventory data across 15,000 stores and 13M+ daily transactions for real-time search and checkout
- Reduced product discovery drop-off by 22% for high-intent users by designing Google Dialogflow intent recognition, conversation flows, and human-in-the-loop fallbacks based on 15 usability tests

## SELECTED PROJECT

**Founding Growth & Partnership** | **Typhoon: Open-source Thai Multimodal AI (LLMs, VLMs, Voice)** | Website | arXiv

- Scaled the platform to 8K+ users, 23M+ API calls, and 320K+ Hugging Face model downloads within six months by executing GTM strategy across model releases, developer outreach, community building and documentation
- Established Stanford HAI research partnership to build evaluation leaderboards benchmarking 42 multilingual models

## EDUCATION

**University of Washington** Seattle, WA
M.S. Information Management, AI and Data Science | *Dean's Scholarship* | *GPA 3.96* Aug 2025

**Chulalongkorn University** Bangkok, Thailand
Bachelor of Accounting and Finance | *GPA 3.88* May 2019

## SKILLS

**Product Management:** Product Strategy, Roadmap Planning, User Research, Rapid Prototyping, Usability Testing, A/B Testing, Agile/Scrum, Claude Code, Codex, LLM APIs Integration (OpenAI, Anthropic), Amplitude

**AI and Data:** Agent Workflows, Model Evaluation, RAG Pipelines, Funnel Analysis, SQL, Python, Looker