KIRSAH TIATHAWORNCHAI

AI Project Manager | AI Automation & Business Process Analyst

Bangkok, Thailand (moving from Surin) | (+66) 63 926 1445 | lady.kirsah@gmail.com
Website: kirsah.com | **Company:** formulal.cc | English: TOEIC 735

kirsah.com

WORK EXPERIENCE

Den Air Service | DENSO Service Partner, one of two in Surin province — **May 2021 – Present**
General Manager · family car A/C service shop — Surin, Thailand

- Lead daily operations of the family business: purchasing, inventory, cash flow, customer records, mechanics.
- Prepare quotations and meet B2B clients (quarries, power plants, construction) in person, by phone, on LINE.
- Track DENSO supplier costs online and reprice as soon as a cost moves, to protect every margin.
- Built TikTok "Daughter of the A/C Shop": best video **45.9K views**, about **70×** the follower count.

Formula L | software, AI and automation company, set up to develop Den Air Service — **Sep 2026 – Present**
Founder — Surin, Thailand

AI PROJECT **TeamPit · AI solution design and delivery: the shop's back office and POS** — **Jun 2026 – Present**

- Digital transformation: mapped the paper workflow (as-is → to-be); business and functional requirements, roadmap.
- Orchestrated AI agents (Claude Code, Cursor): **505 changes**, **198 merged pull requests**; set priorities, timelines.
- Owned the AI output: acceptance criteria as **4,267 automated tests**; user acceptance testing (UAT) on a live preview.
- ERP-style back office: inventory, **4 price lists**, offline point-of-sale (POS), invoices, CRM with PDPA privacy tools.
- Phone + computer app rebuilt in **10 days**, live since Nov 2026; compared **11** garage systems; next: team pilot.

AI PROJECT **AirPlus web store · airplusauto.com, web development with AI agents** — **Jul 2026 – Present**

- First version (MVP) live in **9 days**; **109 parts** online at about **3×** the Shopee margin.
- Full order flow: PromptPay slip or cash on delivery, real Flash shipping rates, refunds, warranty claims.
- Sales tools and analytics: coupons, flash sales, visitor insights; search-ready for Google and AI assistants.

AI PROJECT **AI agents and workflow automation · Claude Code skills that run AirPlus Auto** — **Sep 2026 – Present**

- Built **6** AI agent skills (step-by-step SOPs): repricing, campaigns, competitor research, sales analysis, paperwork.
- Data pipeline: Shopee seller APIs (JSON) → Google Sheets KPI dashboard: **267 orders**, profit metrics by month.
- Tool calling via MCP connectors (Google Sheets, Drive, Gmail) and browser automation; every output checked.

AirPlus Auto · car A/C parts shop on Shopee and TikTok Shop — **Jul 2024 – Present**

- Grew Shopee net sales **organically** (no paid ads): **฿2.6K** first month (Jul 2024) to a **฿68K** record (Mar 2026), **26×**.
- Run a **~450-product** e-commerce shop end to end: listings, pricing, inventory, customer chat, shipping.
- Strategic planning: a minimum-profit price floor for new Shopee fees; product mix and vouchers per campaign.
- Data analysis: my sales dashboard showed big parts made **70% of October profit**; restocking follows the data.

GoGoCash.co | cashback app backed by TED Fund · **1,035 users**, ฿13M sales volume (GMV) — **Jun 2025 – Present**
Admin · Forward Deployed Engineer · UX/UI Designer — Bangkok – Surin, Thailand

- Bridge between users, stakeholders and the tech team: support cases turned into requirements and live fixes.
- Designed (UX/UI) and shipped **180+ code changes** with AI agents: referral tracking, payout ledger, app screens.
- Admin: Involve Asia conversions, LINE OA support (**3,495 friends**), content plans, GoGoQuest proposal for the CEO.
- AI "brand brain" across ChatGPT, Claude Code, Cursor, Codex: **5** agent skills with automated checks on AI text.

SKILLS

AI & automation	AI agents, workflow automation, prompt engineering, tool calling (MCP), LLMs (Claude, GPT, Gemini)
Business analysis	Process mapping, process improvement, business requirements, acceptance criteria, KPI, ROI
Data & tech	Data analysis, dashboards, Google Sheets, PostHog, REST API; SQL, Python, JavaScript via AI
Project & product	Project management, stakeholder management, MVP to go-live, UX/UI, Figma, e-commerce, retail

EDUCATION

Bachelor's degree, International Business Management · GPA 3.62 — **2016 – 2020**
International College of Burapha University · Chonburi, Thailand

AWARDS AND TRAINING

1st Place, Startup Competition (pitch presentation) · ฿100,000 fund for an early-stage concept — **Apr 2024**
NLP Trainer, 200 hours — **Nov 2025**