

Andrew Jordan

Senior Product Owner / Designer / Developer — Fintech & Blockchain

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Over 15 years taking **hard problems** and shipping **clean solutions**, mostly in fintech, mostly in Asia. I cover the full product loop — ownership, design, development and QA — and make the decisions that connect them.

EXPERIENCE

Head of UX / Product Owner — Fraction Global · Bangkok 2022 – Present

- Sole designer and product owner behind Thailand's first SEC-regulated tokenized real-world-asset investment platform (Solana) — investor, issuer and admin products across web and mobile (Next.js, C#, Flutter).
- Ran the founding discovery that defined the MVP and secured investor buy-in; that work contributed directly to a \$3M Series A.
- Conceived and shipped PayConnect, an AI-verified eKYC/eKYB onboarding platform: average onboarding cut from 10 to 3 business days, onboarding team from 4 people to 1, ~95% of submissions now complete on first compliance review.
- Own the backlog, sprint planning and release QA; created the brand identity and design system; contribute production front-end code and mentor the team.

Head of Design — Palo IT · Bangkok 2021 – 2022

- Led an 8-designer practice across Bangkok and international offices, delivering digital banking transformation and government fintech engagements.
- Managed C-level client relationships at major Thai banks and government agencies; set design standards, systems and rapid-prototyping methodology across engagements.
- Led pre-sales design consulting that contributed to \$2M+ in new business.

Lead UX / Branding Designer — Seven Peaks Software · Bangkok 2018 – 2021

- Coordinated design across 6 parallel feature teams in Bangkok, Hong Kong and Singapore to ship SCB TechX's Level Up loans app (iOS/Android) as one coherent product.
- Ran product discovery for pre-product Fraction through its seed rounds; led UX for dtac.co.th, Thailand's second-largest telco.

Head of Design — The Asia · Bangkok 2016 – 2018

Design Studio Manager — Liquid Branding · Bangkok 2012 – 2016

Senior Designer — Professional Image Marketing · UK 2003 – 2012

INDEPENDENT PRODUCT

Winga — winga.me · feature-flag consolidation SaaS 2025 – Present

Designed, built and shipped solo — product decisions, code, QA and billing (Next.js, Firebase, Gemini, Stripe). Import-first onboarding and an AI codebase scanner; waitlist open.

SKILLS

Product	Product ownership · discovery & MVP definition · roadmapping · sprint planning · stakeholder and regulator management (SEC, BOT) · requirement gathering
Design	UX/UI · design systems · brand identity · prototyping · usability testing · Figma
Build & QA	Next.js · React · Firebase · Stripe · AI integration (Gemini) · Git · release QA / UAT · feature flag management
Domain	Tokenized RWA · blockchain (Solana) · eKYC / eKYB · AML & KYC compliance · payments · digital banking

EDUCATION

BA (Hons) Design for Media, First Class — University of Glamorgan, UK · Design Student of the Year

HND Computer Aided Design — Bournemouth University, UK