

Kai Thinkha (Pyae Sone Thinkha)

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About Me

Self-Taught Product Manager specializing in Gamification with 5+ years of experience designing and scaling gamified digital platforms that increase engagement, retention, and monetization. Skilled in product strategy, behavioral UX, and gamification design, with a proven record of delivering for global brands including PepsiCo, Foodpanda, Razer, and Snickers. Experienced in leading end-to-end product development—from concept and prototyping to launch and optimization—while scaling white-label platforms to millions of users across 24+ countries. Adept at blending user psychology with business goals to create digital experiences that drive measurable impact.

Core Strengths

- Gamification frameworks (missions, reward loops, progression systems)
 - Behavioral UX (habit formation, motivation design, emotional engagement)
 - Product strategy & roadmapping
 - UX design (Figma, wireframes, design systems)
 - Growth & experimentation (A/B testing, analytics)
 - Stakeholder engagement & workshops
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Experience Highlights

Goama – Product Manager (Gamification) | 2020 – Present

- Designed loyalty & gamification systems for PepsiCo, Foodpanda, Dana, Klook.
- Scaled white-labeled Gamified tournament platform to 24+ markets, 50+ partners.
- Launched virtual pet game for PepsiCo's loyalty burn campaign.

Goama – Tournament Manager | 2018 – 2020

- Ran gamified competitions with A/B tested reward mechanics.
- Managed telco accounts (MPT, Telenor, Ooredoo).

Blue Planet Co. Ltd – Key Account Manager | 2016 – 2018

- Developed data-driven engagement strategies for enterprise clients.
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Career Impact

- 500M+ players and 500M+ gameplays globally.
 - Platforms deployed in APAC, LATAM, MENA.
 - Speaker at Vibecamp on gamification systems & UX.
 - Creator of board game loyalty engine & nurture-based pet progression system.
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Education

- BBA, Business Administration & Management – ABE UK (2024–2025, in progress)
 - Diploma in Business Management & Marketing – ABE UK (2023–2024)
 - Diploma in Business / Commerce – Kaplan University (2015–2016)
 - Diploma in TESOL (Teaching English to Speakers of Other Languages) – 2014–2015
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Portfolio & Contact

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