Deemmi

COMPANY PROFILE | 2026

Deemmi Group

Design-born. Tech-built. Now AI.

Thailand's design, tech and AI team under one roof. 50+ brands. Proven with Australian partners.



www.deemmi.com

WHY DEEMMI

Most firms do design or tech. We do design, build and AI.

DESIGN STUDIOS

Great design, then hand it off.

- ✓ **Design**
  Brand, UX and visuals
- ✗ **Build** MISSING
  Handed to another developer
- ✗ **AI** MISSING
  Rarely in the team

DEEMMI

One team designs it, builds it and makes it intelligent.

- ✓ **Design**
  Brand and UX/UI for 50+ brands
- ✓ **Build**
  Websites, apps and platforms
- ✓ **AI**
  LINE AI chatbots and dashboards, live

AI / TECH FIRMS

Strong engineering, but hard for people to use.

- ✗ **Design** MISSING
  No designer, so users struggle
- ✓ **Build**
  Systems and integrations
- ✓ **AI**
  Models and data pipelines

The result for clients: one accountable team, from the first sketch to a product people actually use.

WHAT WE DO

One team for product, AI, marketing and consulting.

01

Digital Product & UX

Websites, apps and platforms.

02

AI & Data

LINE AI chatbots, dashboards, AEO/GEO.

Growth focus

03

Digital Marketing & SEO

Search, ads, content.

04

Consulting

Business and government projects.

HOW WE WORK

An AI-native team: we run Deemmi on AI before we sell it.

12

people

50+

brands served

AI playbooks built into every service line let a small team deliver like a large agency.

Our in-house AI playbooks

01 **Business development**
Project scoping, estimates and proposals

02 **Brand strategy**
Discovery, positioning and identity

03 **SEO / AEO / GEO**
Audits, content and monthly reporting

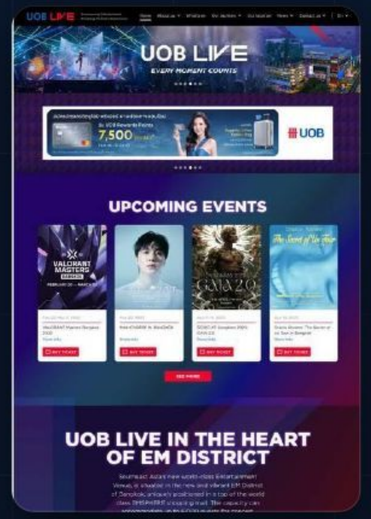
04 **Google & Meta Ads**
Media plans, optimisation and reports

05 **Creative**
Ad concepts, copy and briefs

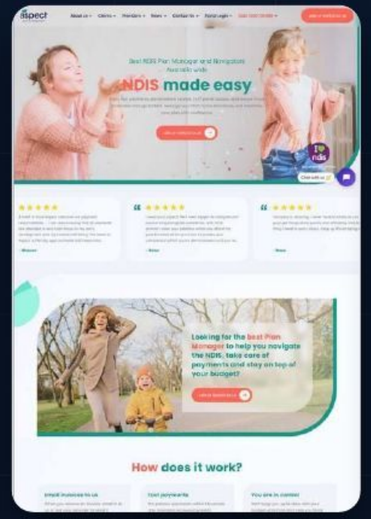
06 **Government consulting**
SME diagnosis and project reports

OUR WORK

Design that ships. A few of the 50+ sites and platforms we have built.



UOB LIVE
Entertainment venue, Bangkok



Aspect (Gobbill)
NDIS plan manager, Australia



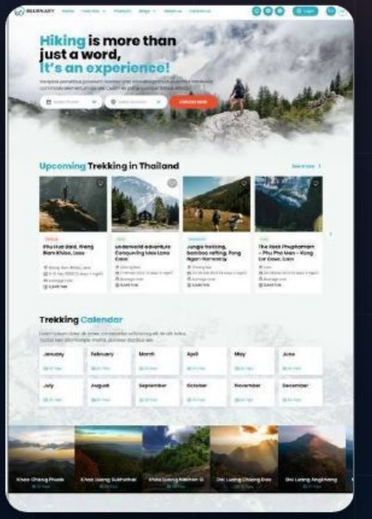
KG Solar
Solar engineering



Dog Space Bkk
Pet services



Thai Wellness & Travel
Tourism Authority of Thailand



Bluenary
Trekking marketplace

MORE OF OUR WORK

+44 more













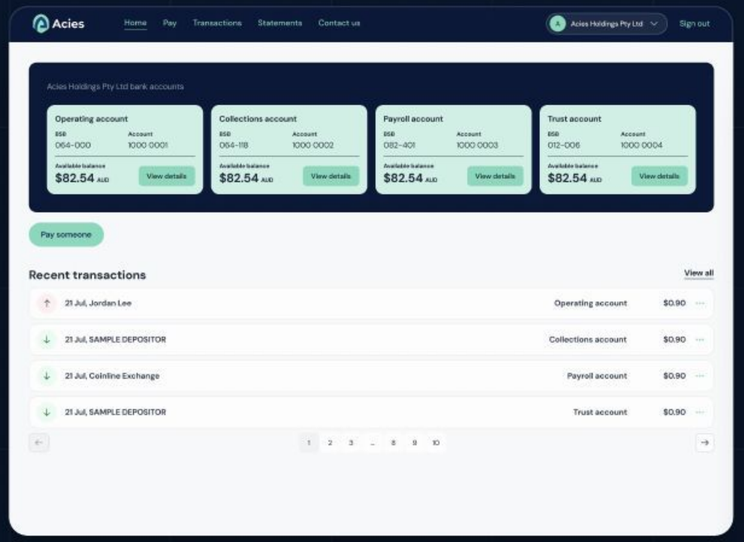




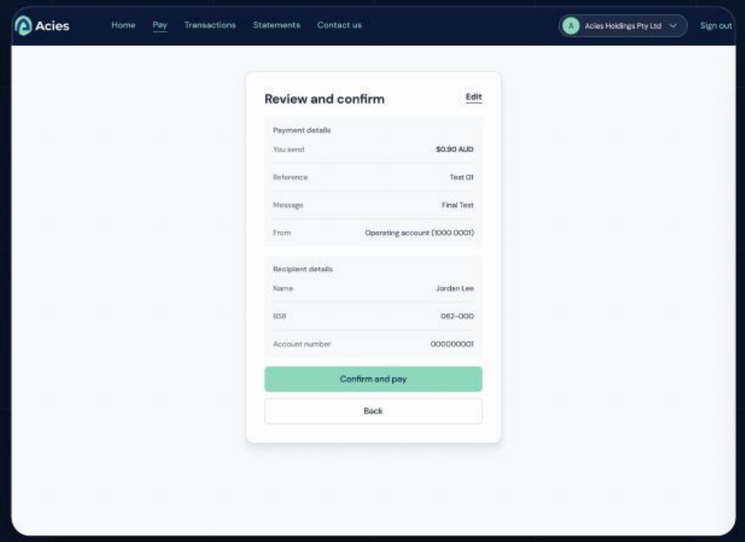
Six of 50+. Every one designed and built by the same team: UX, visual design, development and launch. Full portfolio at deemmi.com.

CLIENT WORK, SELECTED SCREENS

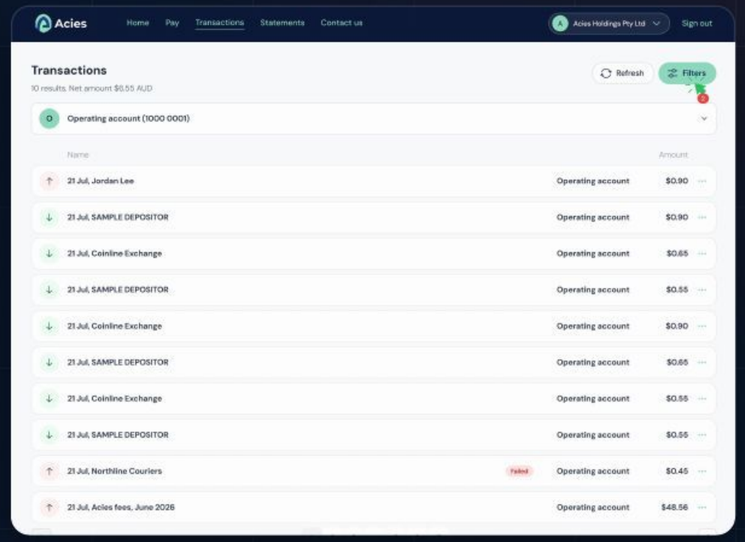
Acies e-wallet: a payments platform we designed and run as product owner.



Home



Pay someone: review and confirm



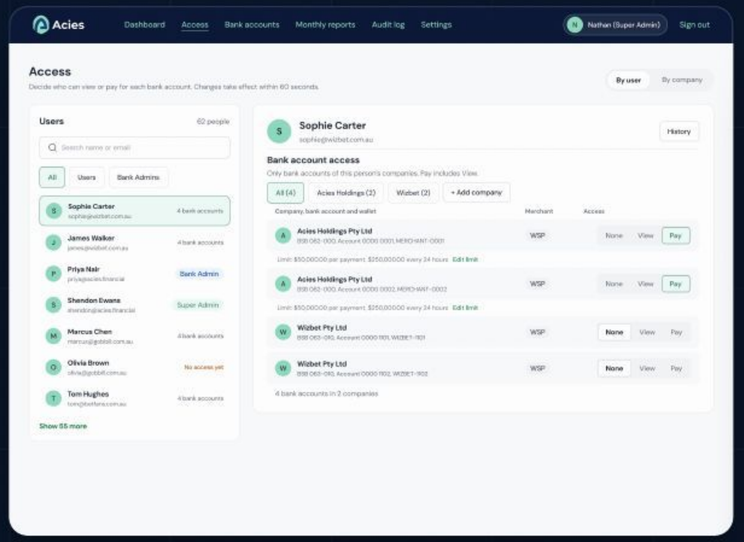
Transactions

WHAT IT IS

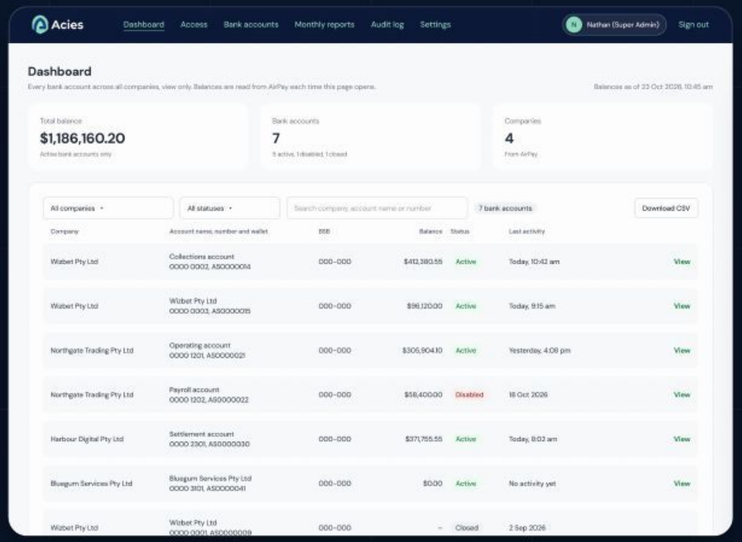
A business e-wallet for Australian SMEs: every company and bank account in one view, supplier payments with two-step confirmation, statements on demand. Deemmi is product owner, UX/UI and BA, from design through delivery and ongoing support.

CLIENT WORK, SELECTED SCREENS

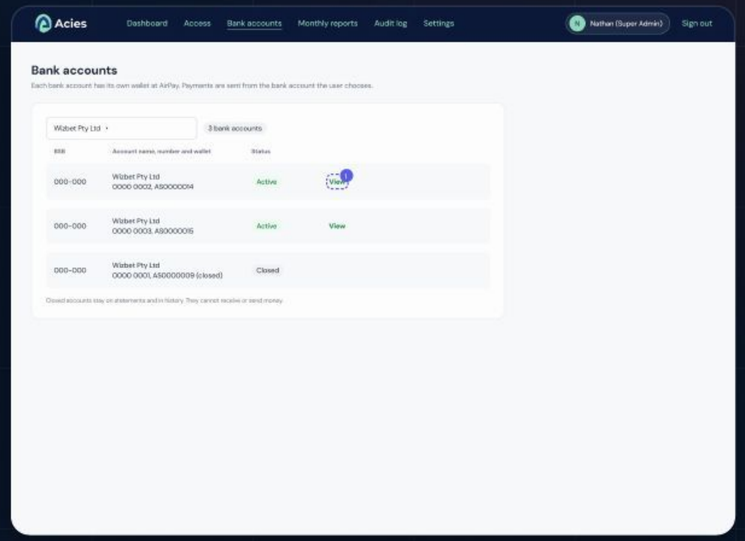
Acies admin console: access, bank accounts and reporting for the operator.



Access by user



Dashboard, all bank accounts



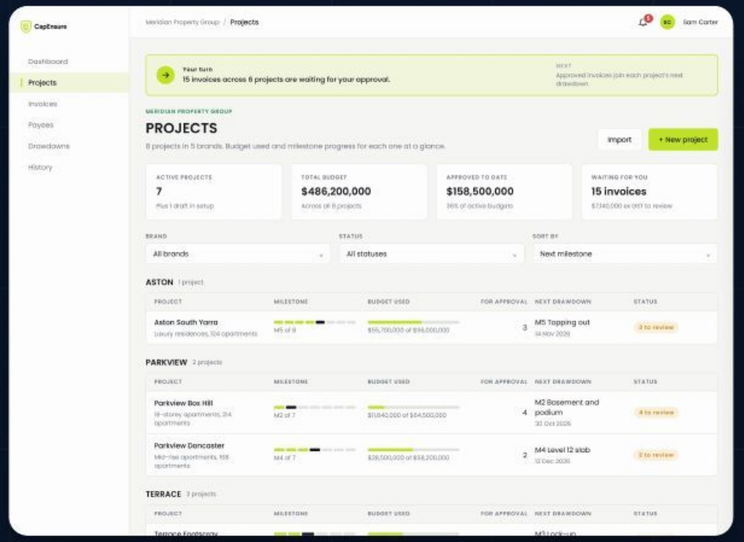
Bank accounts

WHAT IT IS

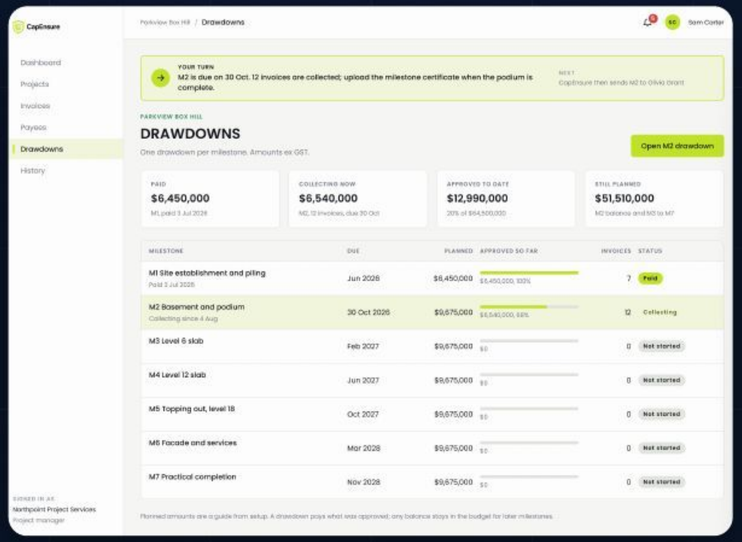
The operator console behind the wallet: who can view or pay for each company, bank account controls, monthly reports, fee deduction and a full audit log. Same design system, read-only views for auditors.

CLIENT WORK, SELECTED SCREENS

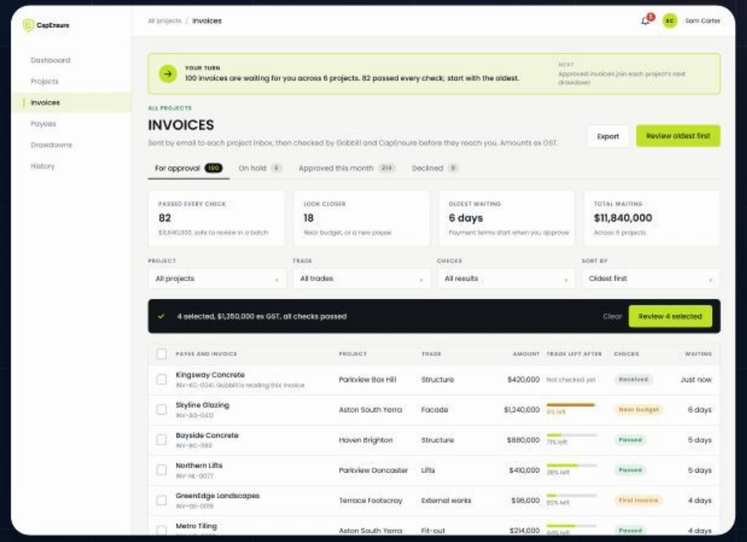
Capensure: construction finance, from project setup to drawdown payment.



Projects portfolio



Drawdowns



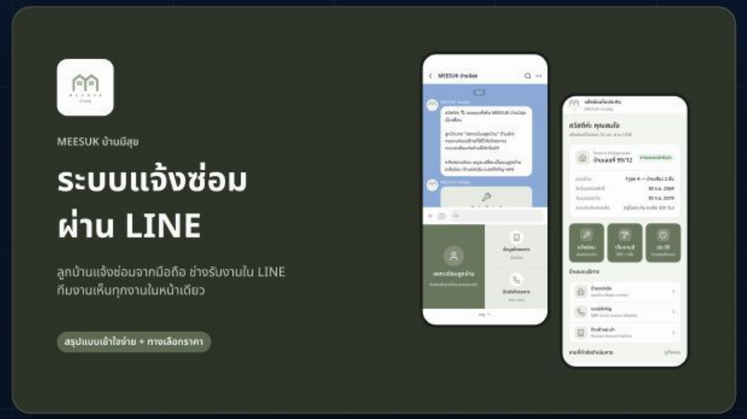
Invoices for approval

WHAT IT IS

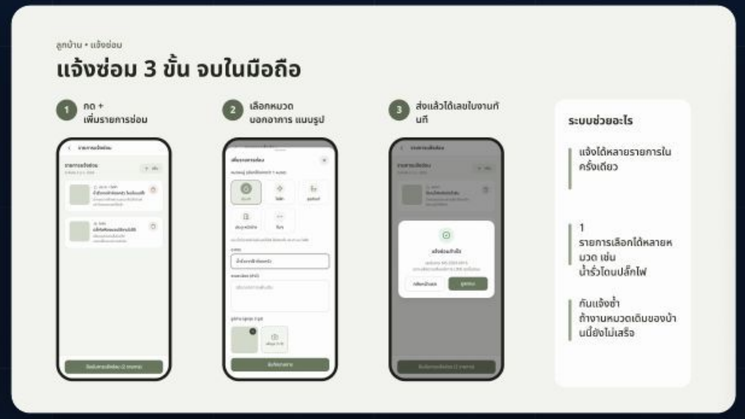
Construction finance for Australian developers: set up a project, approve invoices against budget, verify payees and release milestone drawdowns. Deemmi is product owner, UX/UI designer and BA; kicked off October 2026.

CLIENT WORK, SELECTED SCREENS

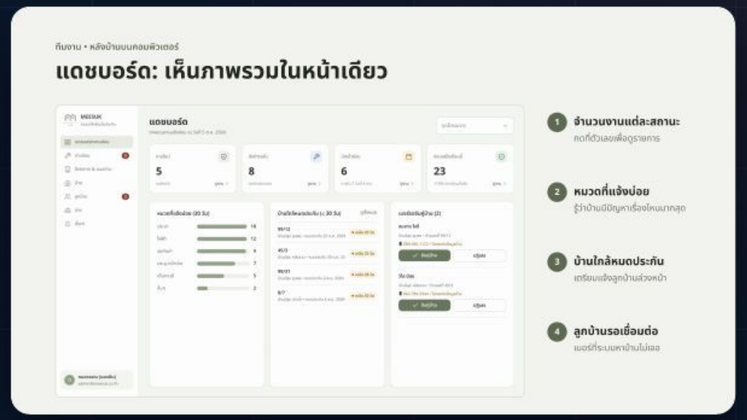
Meesuk: a LINE-based repair and warranty system for a housing developer.



Resident: report a repair in 3 steps



Technician and resident on LINE



Admin dashboard on the web

WHAT IT IS

Residents report a repair from their phone, technicians accept and close jobs inside LINE, and the developer's team runs everything from a web dashboard. One LINE account, three roles, no app to install. Thai-language product, designed and built by Deemmi.

OUR OWN PRODUCT

WorkPassy: a product we built for a problem every Thai employer of migrant workers has.

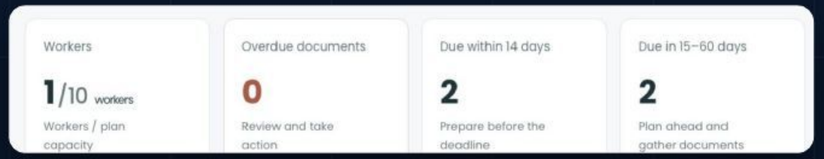
THE PROBLEM

Over two million registered migrant workers in Thailand, each with six documents that expire on different dates. Miss one and the worker cannot legally work.

WHAT WE BUILT

Every worker and every deadline in one view, with document photos and a checklist. LINE reminders in testing. Live in Thai and English at workpassy.com.

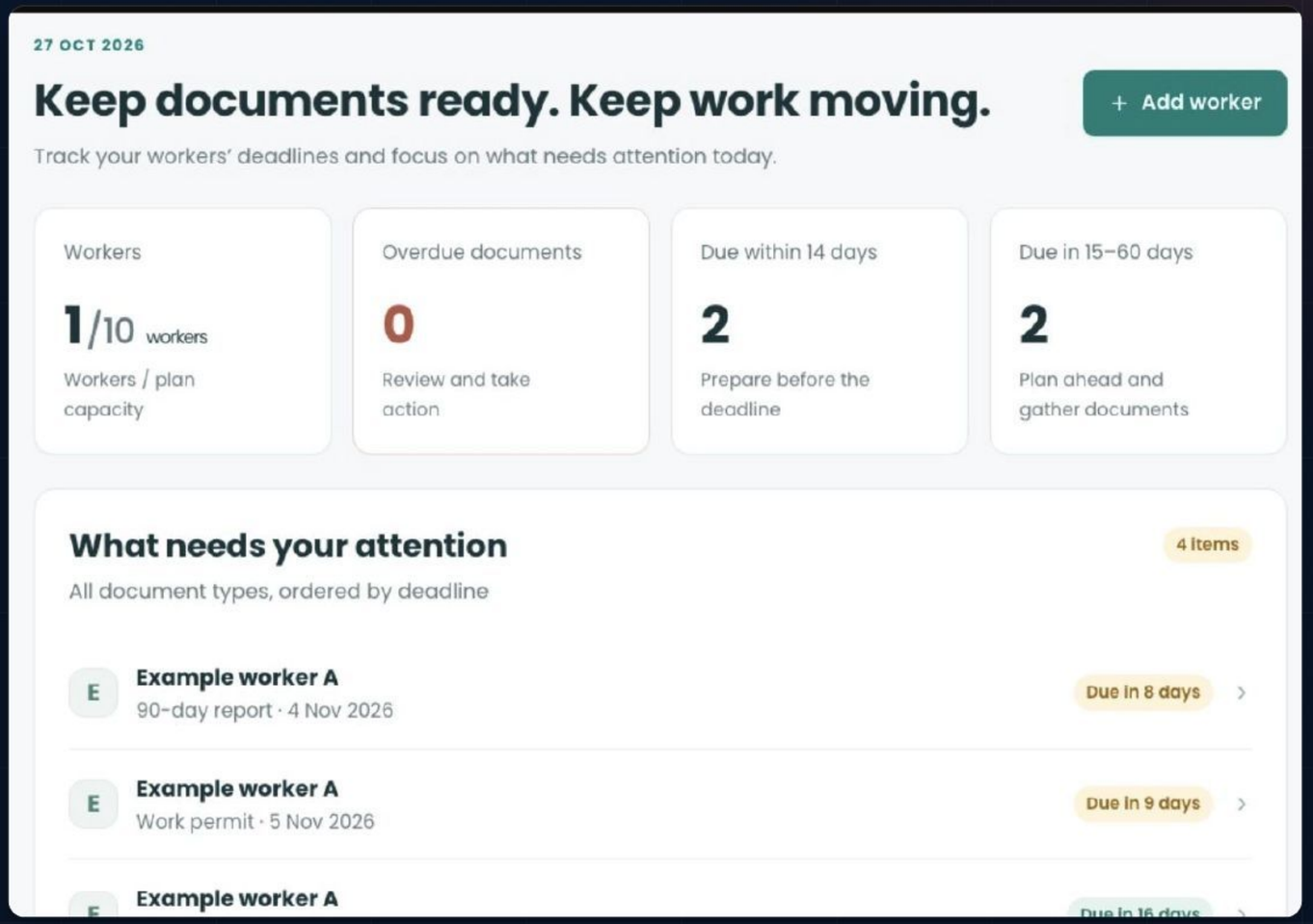
Work permits · Passports · Visas · 90-day reports · Health and insurance · Contracts



Deadline overview

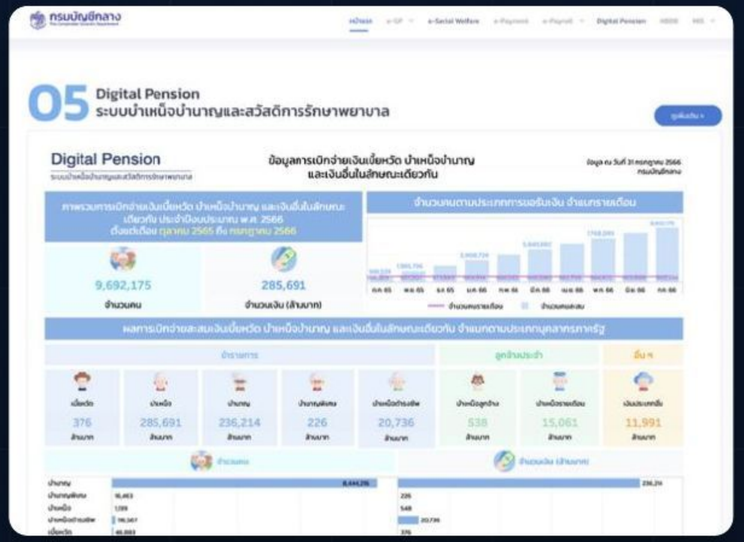


Who is due, ordered by date



Product screen from workpassy.com, synthetic data

Big data and BI dashboards for government, enterprise and our own products.



Comptroller General's Department: Digital Pension dashboard



Siam Piwat: employee engagement survey dashboard



Deemmi Pet: animal hospital revenue dashboard

WHAT IT IS

We structure the data, design the dashboard and hand over a tool teams actually use. Tableau and web dashboards for the Comptroller General's Department, an employee survey for Siam Piwat, and the revenue dashboard behind our own pet-health product.

PROOF

We already ship AI products people use.

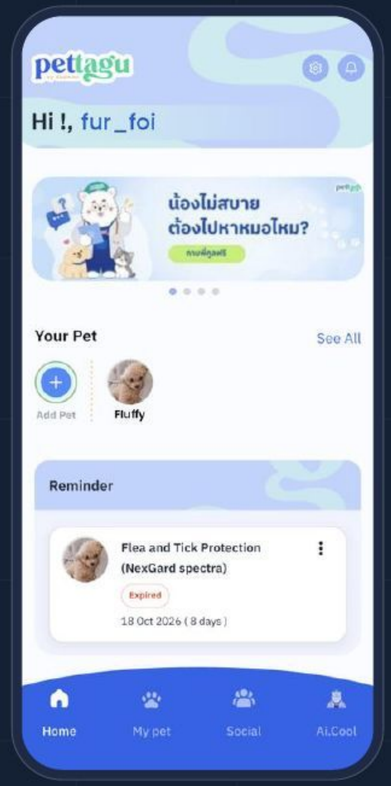


Live

Mumate

Thai astrology web app with an AI chatbot companion, daily personalised insights and a PRO tier.

Designed by Deemmi for MOOTECH DESTINY



Live

Ai.Cool

Pettagu's in-app AI assistant, live in the Pettagu pet app.

Our own product

OUR OWN PRODUCT

Pettagu: a pet-tech product we built in-house, now live.

Live | Selling on Shopee | Scaling: GPS tracker

Pettagu v1 launched January 2026: NFC/QR pet tag sold on Shopee, companion app live. Next: GPS tracker. Now run by Deemmi Pet, our product spin-off.



Built in-house 2024–2025

Design, app and tag



Suthida Logavit

CEO, Deemmi Pet

Pettagu shows how we work on our own products: discovery, UX/UI, build and launch by the same team that serves our clients.

CLIENTS

Trusted by 50+ brands, from government to business.

Government



Education



Health & Pet



Business



50+

brands served

120%

sales growth in 6 months, UOB LIVE

2

AI products already in production

Results reported by Deemmi from client campaigns.

RECOGNITION

Recognised for AI, design and our own products.

2021

Super AI Engineer

Bronze medal, Artificial Intelligence Association of Thailand, for AI and machine learning models.

2022

Design Service Society

Bronze medal, DITP and RISE, “Impactful design x emerging technology”.

2022

Get & Go Program

Funded by Khon Kaen University for Thailand Science Park, Deemmi Pet healthcare services.

2022

Business Brotherhood

Funded by Prince of Songkla University for Thailand Science Park, Deemmi Pet healthcare services.

CASE STUDY

UOB LIVE: one integrated team, 120% sales growth in 6 months.

UOB LIVE

120%

sales growth in 6 months

Deemmi ran the whole marketing engine, so every channel worked toward the same sales goal.

What we delivered, end to end

1 **Strategy**

- Marketing strategy
- UGC strategy

2 **Build**

- Website
- Video production

3 **Reach**

- SEO
- SEM
- KOL / influencers

Outcome: one accountable partner instead of separate agencies.

WHY US

Why Deemmi wins.

01

Design-born, platform-built, AI in production: the combination most firms lack.

02

Trusted by government, universities and enterprise.

03

Lean and fast: a Krabi HQ, an AI-native team, and playbooks that let a small team deliver like a large agency.

LEADERSHIP

Dr. Janjarat Piyapromdee. Business analyst by training, builder by habit.



Co-founder & CEO, Deemmi Group. Co-founder & CMO, Deemmi Pet (Pettagu).

Analyst first

Master of Applied Commerce in Business Analysis & Systems, University of Melbourne. BI and market research in Melbourne (CTIUM, Ipsos), then 12 years as veterinarian and business analyst in Thai agribusiness.

Data for government

Big Data and Tableau dashboards for the Comptroller General's Department, including the Digital Pension reporting system. Digital projects for TAT and DEPA.

Builder of teams and products

Founded Deemmi in 2021 and built a cross-functional team: UX/UI, development, AI and data. 50+ clients, two products of our own.

Recognised, Australian-connected

Super AI Engineer bronze (AIAT, 2021). Design Service Society bronze (DITP & RISE, 2022). Studied and worked in Melbourne; Australian clients since 2024.

"I read the business first. Then we design and build the product around it."

TEAM

Founders, a full-time core, and trusted contractors.

FOUNDERS



Dr. Janjarat Piyapromdee
Co-founder & CEO



Siriwan Tongkleang
Co-founder, Lead UX/UI Designer



Dr. Witchaya Tongtako
Co-founder & Director, finance

FULL-TIME TEAM

Product & engineering



Suthida (Fur)
Product Owner, CEO Deemmi Pet



Nattarath (Best)
Lead Developer



Jack
Developer

Design, sales & operations



Kook
UX/UI Designer



Mook
UX/UI Designer



Ohm
Sales Specialist



Slama
Executive Assistant to the CEO

CONTRACTORS



Top
Developer

U

Udgar
Developer

12 people: 3 founders, 7 full-time, 2 contract developers. Design, engineering, AI and data under one roof.

Deemmi

Let’s build something together

Dr. Janjarat Piyapromdee, Co-founder & CEO

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