

## ABOUT ME

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Freshly-graduated at October 2022, with more than 1 year experience in executing ideas into products in hackathons, bootcamps and internship. Have been into products since college, researched KitaBisa.com Browsing Experience for my thesis, to find user's perceived credibility and trust and it's impact on donating behavior. I have also built 3 startup ideas with designers and engineers out of eagerness to solve social problems and create opportunities from them. Have learned accounting in my college years and been working on Accounting feature of ERP in Impactfirst as an Intern.

## WORK EXPERIENCE

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### **Errai Pasifik** - Jakarta, On-Site

Product Associate and Scrum Master

Mar 2023 - Present

- Helped Senior Product Manager to populate backlog from client's (LoopUp Ltd.) roadmap and execute that based on Agile and SCRUM practices.
- Assist clients to migrate from monolithic architecture to more cloud native microservices app architecture can help business process that require reliability and stability, using serverless, microservice, asynchronous principal.

### **ImpactFirst** - Jakarta, Remote

Product Management Intern (Internship)

Nov 2022 - Mar 2023

- Handle product testing to detect errors, bugs and unanticipated scenario using Scenario Test and communicate with Developers to fix, especially in Accounting feature on Odoo ERP.
- Helped product manager to create documentations for new feature that just tested and create user flow for each testing scenario.

### **MMOPilot Game and Leveling Services** - East Java, Malang

Business Analyst (Contract)

May 2022 - July 2022

- Researched current conversion funnels and channels its effectiveness and efficiency towards conversion.
- Initiated and standardized customer data input and trackings for further marketing initiatives in near future.
- Innovated new web-layout and checkout process to improve user pain experience of lazy load and shorten barrier-to-browse to increase Add-To-Cart and Checkout Ratio.

## PRODUCT BUILT - ENTREPRENEURSHIP EXPERIENCE

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### **MakeRank Game Partner and Leveling Services** - Indigo Startup Incubation

Project Lead (Self-Employed with 15 Partners) | [Website](#) | [Pitch Deck and Roadmap](#)

April 2022 - July 2022

Managed to recruit 10 Pro-Players in the neighborhood to join MakeRank and created mini-bootcamp for the team to develop mentoring sense and skills.

- Validated the needs of mentoring and supportive gaming partners that gives live-advice during the game via Activation Experimentation using Facebook Ads and IG Ads.
- Led a team of 2 engineers and 2 designers to create Website (MVP), and integrated it with external payment system in 1 sprint (2 weeks) and continue to develop E-Sport Supporting Feature.

### **Sob! SME Consultation (@sob.id)** - Remote

Founder - Self-Built with 8 employees

Jun 2020 - Jan 2021

- Helped 10+ early-stages companies to validate their new-products through research and experimentation.
- Assisted [@msgroup.id](#) in Market Research and Product Validation to grow another line of business in Home Renov and Decor, now it has over 3,000 active followers and actively renovating its client's home in Surabaya.

## EDUCATION

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### **RevoU** - Remote, Digital School

Product Management Bootcamp | [Certificate](#) | [Research Portofolio](#) | [Experimentation Portofolio](#)

May 2022 - Dec 2022

- Researched The User's Journey of Pinhome Home Service *findability* and *desire-to-use* Pinhome Home Service by experimenting 2 variants of message appeal through Usability Testing.

**Bachelor of Business Management, GPA 3.52** - Universitas Airlangga, Surabaya

2017- 2022

## SKILLS

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**Product Management Skills:** In-Depth Interview, Usability Testing, Experimentation, Go-To-Market Strategy, Conversion Rate Optimization, Data Visualization, Market Segment Analysis, Clustering Analysis, Data Processing.

**Tools:** Maze, JIRA, Confluence, Figma, Notion, Trello, Canva, Excel, PostgreSQL, Python (Matplot, StickitLearn).