

# Andreas Hanaekan

Jakarta, ID | [andreasyanuarhanaekan@gmail.com](mailto:andreasyanuarhanaekan@gmail.com) | +6281213140662 | [LinkedIn](#) | [Personal Website](#)

## WORK EXPERIENCE

### **Banct** (*London-based fintech start-up*)

*Product Manager*

**London, UK**

*Oct 2023 – Present*

- Owned the onboarding, invoicing, open banking and payment card product lifecycle in a two-week sprint basis by collecting & documenting business requirements, translating them into tasks for the development team, assigning & prioritizing the tasks based on the company's product roadmap, and testing the development result.
- Led third-party service integrations (Plaid, ClearBank, TribePayment, Affinda, UK's HMRC Make to Digital VAT Return) by reviewing documentation, creating concise & progressive development tasks based on business requirements, and coordinating with engineers to ensure seamless API connections.
- Managed issue tracking and resolution by effectively prioritizing and documenting bugs and improvement suggestions to streamline development progress.
- Tested new API endpoints in Postman to verify that response data met expected criteria & could be seamlessly consumed on the front end, ensuring flawless user experience and reliable data exchange with external services.
- Documented product development insights and compiled reports to inform future development phases and enhance internal knowledge sharing.
- Led front-end product testing and validation efforts in the development environment by identifying the feature's expected functionality and design based on the agreed business requirement & Figma design and proposing enhancements to optimize product flow and usability.
- Acted as the primary contact between the back-end engineers, front-end engineers, QA engineers and the business requirement owners & company's executive leadership.

### **Picnic** (*Europe's Fastest Growing Online Supermarket*)

*Shopper – Part Time*

**Zaandam, NL**

*Aug 2023 – Oct 2023*

- Achieved 99.7% picking accuracy by efficiently taking the requested items off the fulfilment centre and replenishing low-stock items which helped an average of 183 clients per week.
- Collaborated with 10+ shoppers to accomplish less than 2 injuries per week by consistently implementing safety measures & guidelines in all picking areas (chilled, ambient & frozen).

### **Aruna** (*South East Asia's Largest Integrated Fisheries Commerce*)

*Product Manager*

**Jakarta, ID**

*Jan 2023 – July 2023*

- Improved accounting compliance report generation time by 76% in three months by defining detailed product requirements & the definition of done for the monthly releases combining GForm, Autocrat & Form Ranger
- Defined and delivered an internal product roadmap to ensure 100% of branches' working capital requests have audit trails by three months by integrating Dropbox Sign & Zapier into the disbursement request flow
- Accelerated fishermen supervisor's app WAU by 60% in three months by rolling out offline to online data upload capability, backdate transaction data update feature and recommending backend stabilization
- Directed a cross-functional 14 members squad consisting of Product Analysts, Data Analyst, Associate Product Owners, Associate Product Designer and UX Researchers using Agile Scrum to develop 6 product roadmaps

### **Zapp** (*London-based quick commerce start-up*)

*Product Operations Associate*

**London, UK**

*Jun 2021 – Oct 2022*

- Designed & deployed 2,000+ products' full life cycle (selection, creation, activation & depletion stages) to expand the product assortment by 33% over six months to keep up with the customers' latest trend
- Accelerated sales performance by 13% WoW by creating trending products carousel and seasonal banners which aligned with users' behaviour to stimulate customers' traction growth & provide relevant assortments
- Decreased stockout items visibility by 20% over six months by aligning cross-functional stakeholders daily and overseeing daily stores assignment analysis to minimize repeatable stockouts experience for customers
- Reduced all product-related issues by 45% QoQ in three months by troubleshooting problems, leading a dedicated slack channel and running a biweekly meeting with the engineers, customer support and local stores
- Developed and deployed Zapp's product master catalogue that contains 2,236 unique product codes over one month by analysing & restructuring 67,000+ products from 30 dark stores across England

**Haalo (Imperial College London's drone-based start-up competition winner)****London, UK***Product Manager (Co-Founder)**Nov 2020 – May 2021*

- Conducted 80+ interviews in four different industries in three months to validate Haalo's value proposition and build a drone-based service product that answered the targeted market need
- Secured a commitment letter from a prospective user and the Imperial's Grand Challenge Prize by building & presenting a viable pitch deck in front of investors & Imperial's start-up community

**KirimAja (Garuda Indonesia's Logistic Start-Up)****Jakarta, ID***Product Manager**Mar 2020 – Sep 2020*

- Conducted 40+ internal & external user interviews in one month to identify, translate and prioritize customers' pain points as product backlogs in the quarterly product roadmap
- Reduced order creation time by 50% over three months by building user-friendly fields using Balsamiq to provide a seamless experience in adding address, commodity and dimension into the order form
- Increased Android App downloaders by 100% over three months by designing & deploying new customers' registration, order, & payment journey and features in the mobile app's 1.3 version

**Garuda Indonesia (GIAA) (Indonesia's Best Airline)****Jakarta, ID***Digital Product Owner (B2C & B2B)**Jan 2019 – Sep 2020*

- Increased company's retail mobile app (GIA Mobile 5.0 version) downloaders by 5% YoY by revamping user flow and features to improve 1 million+ user experience worldwide with the company's latest product
- Expanded B2B channel acquisition by 25% over three months by managing five team members and spearheading the digital migration process of 30 OTA (Online Travel Agents) & 1,500 Corporate Accounts
- Improved three B2B and two B2C distribution channels' sales by 12% YoY by initiating & implementing strategic sales programs contributing to 31% of the company's annual sales

**Garuda Indonesia (GIAA) (Indonesia's Best Airline)****Medan, ID***Associate Product Owner**Feb 2015 – Dec 2018*

- Increased Sumatra's biggest travel fairs revenue by 20% YoY by leading 30+ cross-functional team members, developing sales strategies & negotiating top-level partners leaders which accumulated USD 8 million in sales
- Enhanced Medan Sales Office revenue by 7% QoQ by developing and launching three innovative digital programs partnering with Citibank, ANZ and Kesles (Indonesia's lifestyle and payment start-up company)
- Achieved 78% Seat Load Factor Target, 550,000+ passengers target & USD 1.9 million nett sales in one quarter by producing weekly route improvement for top-level management based on flights' daily performance analysis

**EDUCATION****Imperial College London****London, UK***MSc. in Innovation, Entrepreneurship & Management (Merit)**Graduation Date: Sep 2021***University of Indonesia****Jakarta, ID***BEng. in Industrial Engineering (GPA: 3.61)**Graduation Date: Aug 2014***WORK SHOWCASE / PORTFOLIO & CERTIFICATIONS**

[Work Showcase](#) | [Personal Website](#) | [Potential Product Exploration](#) | [Web Development Certification](#) | [Python Certification](#) | [MySQL Certification](#)

**SKILLS & INTERESTS**

**Skills:** JIRA | Miro | Postman | Confluence | Figma | Microsoft VSC | Cursor AI | Supabase | PostgreSQL | Tableau | Pandas | Python | HTML | CSS | Bootstrap | Javascript | React | Node | PowerBI | Azure AI-900 Certification | Slack | Monday Board | Trello | ClickUp | Balsamiq | Saleor

**Language Skills:** English (Proficient) | Bahasa (Native)

**Interests:** Product management, Programming language, Web-development, Mobile app development, football

## **ACHIEVEMENTS**

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### **Winner of The MBA Grand Challenge Prize (Summer 2021)**

**London, UK**

- Created a drone-based solution to accelerate the Search and Rescue process in the UK Rural area. Competed with all Imperial MBA students; assessed by investors and won the Grand Challenge Prize (best business idea), and the 3rd place for the most investable pitch

### **Winner of Method London Design Thinking Prize (Summer 2021)**

**London, UK**

- Designed a solution for people in wheelchairs, who experience a change in their bodies that exclude them from what mainstream fashion provides; judged by IDEO London team member

### **Best Team Video Presentation for OB & HRM Module (Autumn 2020)**

**London, UK**

- Developed a concept of Leadership in the New World in a team of 6 people and was voted as the first winner out of 16 teams in the cohort

### **Recipient of The Chevening Scholarship (Summer 2020)**

**London, UK**

- Selected by the UK government as one of 500+ future global leaders for a one-year postgraduate study for high-achieving talent from developing countries based on professional track records & leadership potential of 63,000+ applicants worldwide