

Khairunnisa Nazhifah (Ica)

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A woman who is experienced in Problem-solving and Adaptability, proven by winning multiple contests related to business cases. Experience with product manager and scrum agile when developing consumer mobile apps & websites. Built WMS Mobile app to reduce 80% paper usage, developed Superapp Mobile apps, and finance module for SiCepat Bussiness Website. Besides, I always ensure the Projects stick with timelines, plans, and objectives. Now, I am eager to further enhance my problem-solving abilities through collaboration with exceptional mentors at your amazing company!

EXPERIENCE

PT. Sicepat Ekspres Indonesia - Jakarta, Indonesia | Product Manager (February 2022 - April 2024)

- Achieved significant operational improvements, including a 50% increase in operational efficiency and an 80% reduction in resource usage by developing WMS mobile apps for internal use (outbound and inventory processes) – equivalent to saving 2 out of 3 reams of paper per day.
- Increased seller registration by 20% within one year, reduced manpower requirements by XXX%, and lowered sales operational costs by IDR XXX million by developing an automated seller registration feature.
- Developed a finance module that helped customers track their invoices and make payments directly from the website, reducing outstanding seller payments by up to IDR XX billion per month.
- Managed the entire product lifecycle, from ideation, research, prototyping, development, testing, release to market, evaluation.
- Developed and implemented innovative features for Sicepat, including a warehouse management system, seller registration, and a finance dashboard (Invoice & COD Feature), driving product enhancements.
- Created Product Requirement Documents (PRD), report documentation, user guides, and wireframe designs.
- Conducted research such as competitor analysis, market research, market analysis, and marketing products.
- Collaborated, coordinated, and negotiated with over 20 cross-functional team members, including UI/UX designers, engineers, and business stakeholders, ensuring alignment with project objectives and user needs.
- Innovated effectively while maintaining quality and meeting deadlines within time and budget limits.
- Utilized analytics tools such as MoEngage, Insider, and Metabase to perform comprehensive data analysis, providing valuable insights into product performance that informed decision-making processes.

PT. Tetamba Studio Kreasi- Jakarta, Indonesia | Technical Writer (July 2020 - February 2022)

- Supported the project manager & worked closely with engineers, QA, and UI/UX teams on the largest BRI Project, utilizing Agile methodology, particularly the Sprint Method.
- Support some documents; FSD, DSN, User Guide, and BRD
- Authored and redesigned user guides for a suite of software products, resulting in a 50% reduction in onboarding time for new users and a 40% decrease in customer support inquiries related to product usage.
- Revitalized software documentation for a complex enterprise application, leading to a 40% decrease in user-reported errors and a 25% increase in user satisfaction ratings.
- Assisted the project manager in training users on how to use the new features.

EDUCATION

University of Indonesia (2015 - 2019) | Bachelor of Science (B.Sc) - GPA 3.23

Thesis: Baribis Fault Detection using MSSVD Method (Geophysics)

SOFT SKILLS

- Project management
- Problem solving
- Leadership & team management
- Creative
- Research

HARD SKILLS

- Analytic apps (Moengage & Metabase)
- PM apps (Jira, Confluence, microsoft project)
- Design apps (Figma, Miro, drawio, photoshop)
- Microsoft office suite

CERTIFICATIONS & BOOTCAMP

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|---|---|
| • Gogle Digital Marketing & E-commerce | • Bootcamp Digital Marketing by Rakamin |
| • Bootcamp Product Management by Apiary | • FB Ads by Kominfo |
| • Product Management Introduction by Udemey | • Digital Marketing by kominfo |

ACHIEVEMENTS

Paragon Innovation Fellowship | Received Funding and Business Mentorship (July 2021 - December 2021)

- Successfully pitched a business idea and received funding of approximately IDR 12 million.
- Managed marketing content, achieving 1,711 interactions, 372 accounts reached, and 267 profile visits (May-June 2021).
- Led Product Development, managing end-to-end product development until launch.

Program Kreativitas Mahasiswa by RISTEKDIKTI | Received Funding for Business (February 2018 - July 2018)

- Successfully pitched a business idea and received funding of approximately IDR 8 million.
- Conducted market research and managed business operations.

PROJECT & VOLUNTEERISM

Bumiedu | Co-founder and Marketing (February 2021 - now)

- A social media project aimed at educating the public about disaster mitigation. Our primary target audience is parents, to raise disaster awareness from an early age.
- Create educational games about disasters

Pengabdian Masyarakat | Event Volunteer (February 2018 - December 2018)

- Researched potential disaster scenarios and mitigation solutions in Matraman.
- Documented project execution and reported outcomes.
- Collaborated with BNPB and BMKG to organize a series of training events and seminars on disaster mitigation in Jakarta.

3rd UI Islamic Bookfair | Head of Public Relation (June 2017 - December 2017)

- Managed social media for UIIBF, growing followers from zero to over 2k in 3 months by creating engaging content, attracting over 20k visitors to the offline event over 5 days.
- Led offline marketing campaigns to raise awareness about the events.