

Angela Sherly

Sr. Product Manager



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🌐 angelasherly.github.io

Enthusiastic and self-motivated product manager with 5+ years of experience covering project and product management including ideation, developing, and implementing for fast-growing startups. A fast and eager learner, I am detail oriented and adapt to changing project requirements quickly to meet business goals. Comfortable with ambiguity and thrive in fast-paced environment.

Work Experiences

Zeny.id - Product Manager

Jan 2024 - present

Zeny is Indonesia's digital wallet that functions to make cashless payments for daily needs such as offline purchases, top up, send money, request money, and bill payments.

- Defined product requirements and user stories, working with stakeholders to develop a product that met customer needs and business objectives.
- Managed the product roadmap and prioritized product features, and collaborate with across team to deliver the product to the market.

KOCO Indonesia - Sr. Product Manager

Jan - Sep 2023

- Define and drive the execution of the product strategy for all KOCO products, ensuring a sustainable product-led business.
- Led the development and launch of a new product, resulting in a 20% increase in monthly recurring revenue within the first quarter.
- Collaborated with design and engineering teams to improve product usability and user experience, resulting in a 15% increase in customer retention.
- Utilized data analysis and feedback to inform product decisions and design high-impact product presentations to communicate product strategy to stakeholders.
- Managed the product roadmap, backlog, and sprint planning to ensure the timely delivery of 30+ features and enhancements.

KOCO Indonesia - Sr. Product Owner

Sep 2021 - Dec 2022

KOCO is Asia's First Digital Assignment Platform. As an Education Technology (edtech), KOCO complements digital learning experiences to help the relationship between teachers, parents and students

- Partnered with IT and product leadership to drive and manage the solution development process and ensure the product team understands the direction and vision.
- Created and maintained the solution vision, roadmap, and backlog of work through the project's life cycle.
- Managed backlog of user stories for 3 products simultaneously.
- Applied Agile methods and processes to promote a disciplined and transparent project management process.

Key Achievement:

- Planned and estimated 2-week sprints in a realistic yet time-efficient manner that allowed the teams to deliver 87% of the MVP according to the company roadmap.

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Work Experiences

PT Perintis Teknologi Nusantara - Product Manager

Aug 2019 - Sep 2021

Angel investor for start up technology company to grow and scaling their business. Our services and innovations form a digital foundation that powers world-changing applications, services and experiences.

- Created Auction App that received 1M+ downloads.
- Create a Pitch Deck for a new product and presenting to the investors.
- Conducted market research and competitive research to decide on the USP.
- Collaborated with developers and the product design team to create a proper development timeline.
- Managed the product roadmap, backlog, and sprint planning to ensure the timely delivery of 40+ features and enhancements.
- Prioritized features based on value to the customer vs effort required to build them by designing user stories regarding business requirements.

PT Distributor Indonesia Unggul - Head of Product & Design

Feb - Jul 2019

- Led product management, design, and QA team to improve productivity by 70%+
- Created tokodistributor mobile app that received 10K+ downloads in the first month
- Created a referral program as the ultimate feature from product conception through launch and multiple iterations.
- Prior to a management role and handling whole tokodistributor products such as reseller portal supplier portal, admin portal, and consumer mobile app.
- Created and maintained the solution vision, roadmap, and backlog of work through the project's life cycle.

PT Distributor Indonesia Unggul - System Analyst Lead

Aug 2018 - Jan 2019

Tokodistributor is an e-commerce company since 2017. Combining modern and traditional business concepts, it aims to make distribution lines shorter and help new sellers to compete in this digital era.

- Introduced & implemented Business Process Modelling (BPM) to the company and business team.
- Evaluated business requirements and developed technical solutions resulting in efficiency improvements and cost savings
- Collaborated with cross-functional teams to ensure successful project execution
- Wrote user requirements into technical specifications.

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Previous Experiences

PT Kudo Teknologi Indonesia - Sr. Operations Analyst

May 2017 - Jul 2018

PT Silikon Digital Indonesia - System Analyst

Nov 2016 - Apr 2017

PT Intellisys Tripratama - Jr. System Analyst

Aug 2015 - Nov 2016

PT Mitralink Solusi - Software Engineer

Sep 2010 - Jul 2015

Freelance Experiences

PT. Shankara Mitra Sentosa - IT Product Consultant

Apr 2023 - Present

- Acting as Project Manager to ensure successful project execution.
- Gather, research, and evaluate user requirements in collaboration with business owners for better understanding and creating the right solution.
- Illustrate flow using user flows, sitemaps, and wireframes.
- Collaborating with designers and engineers in order to ensure the creation and delivery of tailored experiences for the user.
- Launched a new product for consumers and internally to support the business processes.

Wiver Technology - IT Project Manager

Aug - Dec 2023

- Handle HRIS project KayaCek and created a proper timeline.
- Collaboration with designer and developer to get updates on work.
- Manage SIT and UAT with clients to ensure the process runs smoothly.
- Help to test the application and write the bug reporting document.
- Prepared agenda meeting weekly with clients.
- Prepared documentation for business and technical.

Pusatkerja.id - IT Business Analyst

Apr - Jun 2023

- Gather, research, and evaluate user requirements in collaboration with business owners and product designers for better understanding and creating the right solution for the freelancer portal.
- Create a flow chart as output.
- Provide feedback to designers for a better user experience.
- Reporting to the project manager for the progress of work.

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Education

- **Bina Nusantara University** 2019
 - Master of Information System, Technopreneur
 - GPA: 3.78
- **Bunda Mulia University** 2014
 - Bachelor of Computer Science, Information System
 - GPA: 3.57

Skills & Competencies

- Project Management
- Scrum
- Product Development
- Product Roadmap
- Product Launch and Promotion
- UX Design
- UI Design
- Business Analyst
- Strategic Planning
- Data Analysis
- Problem Solving
- Team Building
- Cross-Team Collaboration

Tools

- Google Analytic
- JIRA/ClickUp/Trello
- Whimsical
- Figma
- Git
- Postman