



PORTFOLIO

Angela Sherly - Product Manager





PRODUCT MANAGER

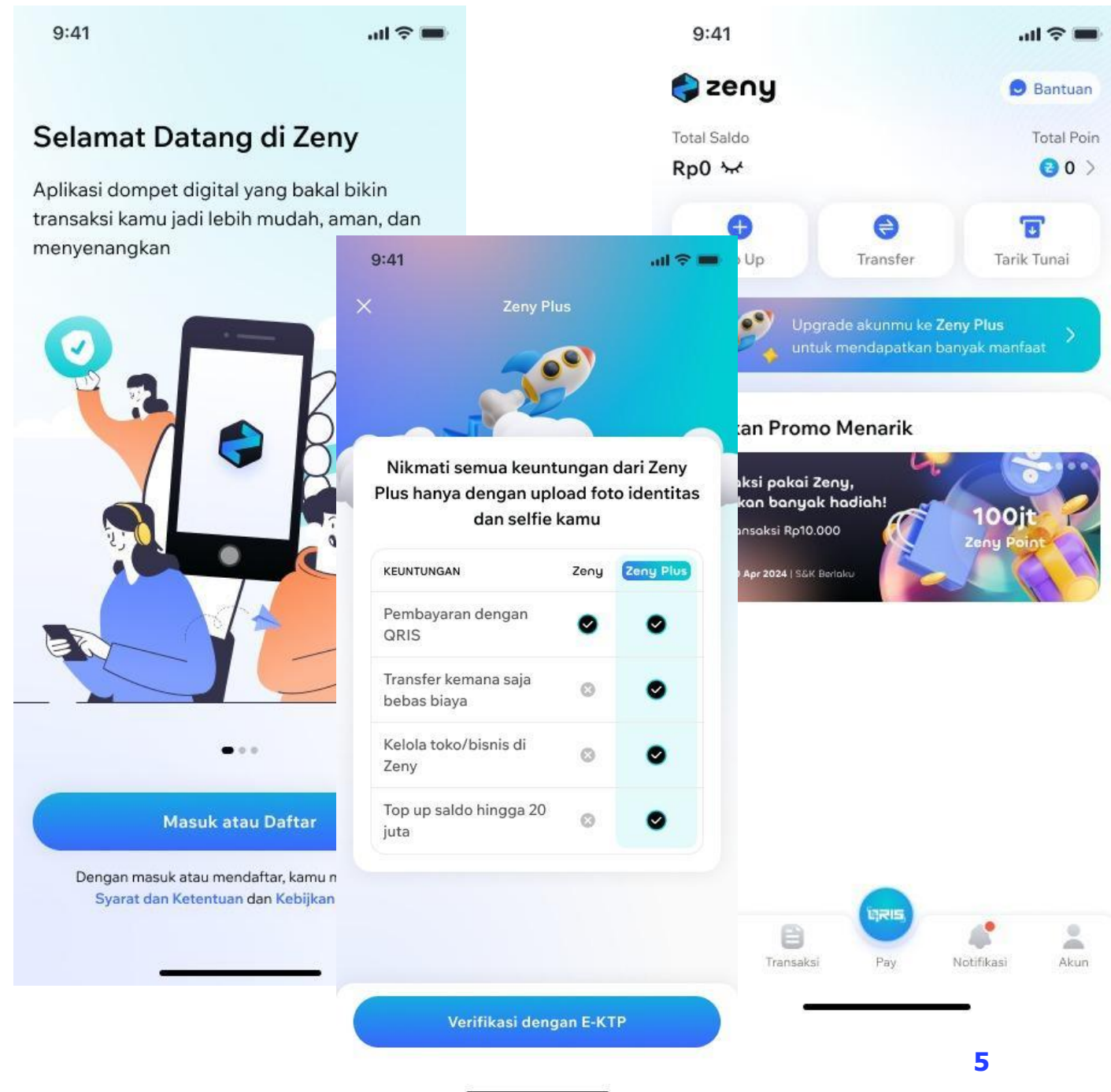
ZENY - Indonesia Digital Wallet

ZENY

Zeny is a local digital wallet app that provides new experiences for housewife, professional youth, and businessman to make easy for transfer from different banks, topup e-wallet, request money, and buy digital products with low cost.

Its core features are:

- Top Up
- Send Money
- Request Money
- Cash Withdraw
- QRIS





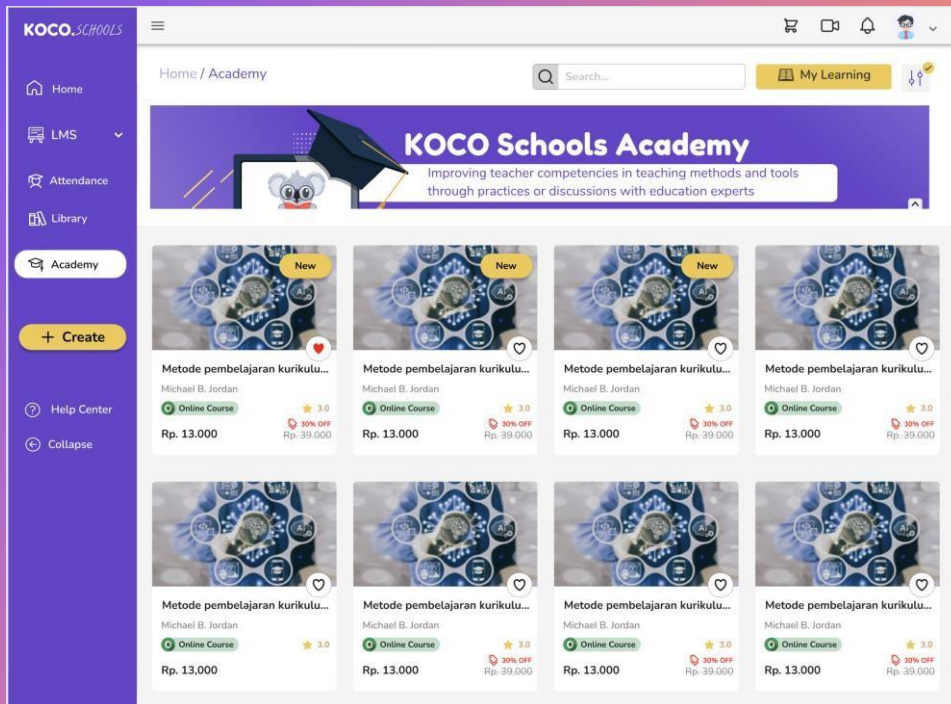
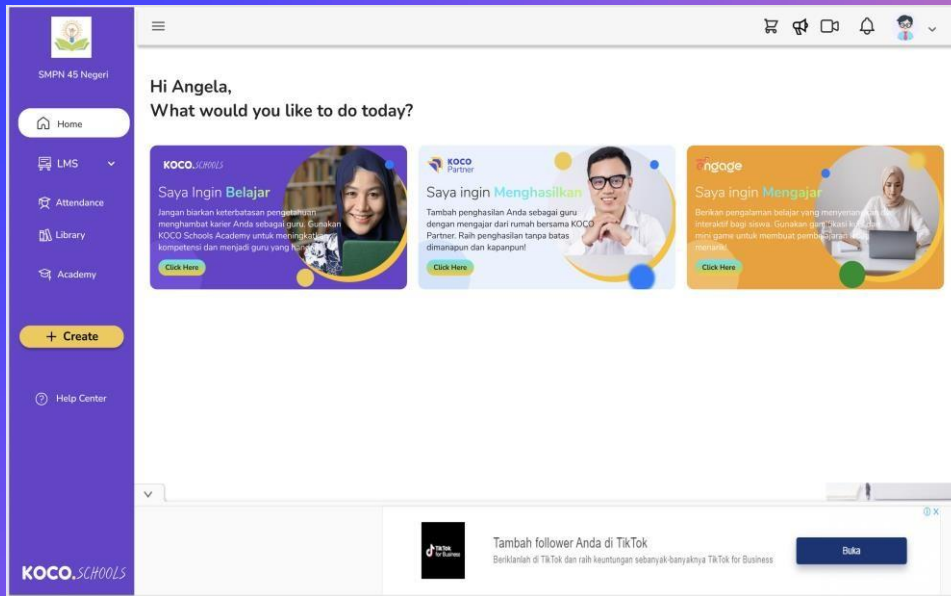
PRODUCT MANAGER

KOCO Indonesia - EdTech

KOCO Schools & Academy

KOCO Schools is a web-based learning platform for schools. As a product owner, what I have done for KOCO Schools is as follows:

1. Revamp and enhance the existing flow to be fit for Indonesia Schools
2. Develop KOCO Academy to facilitate teachers to improving their skills and competencies via course and webinar
3. Enhance assignment feature with better options for teacher to set schedule, create and sent the assignment
4. Revamp & introduce a new mode for teacher to sent exams with two modes: practice and test



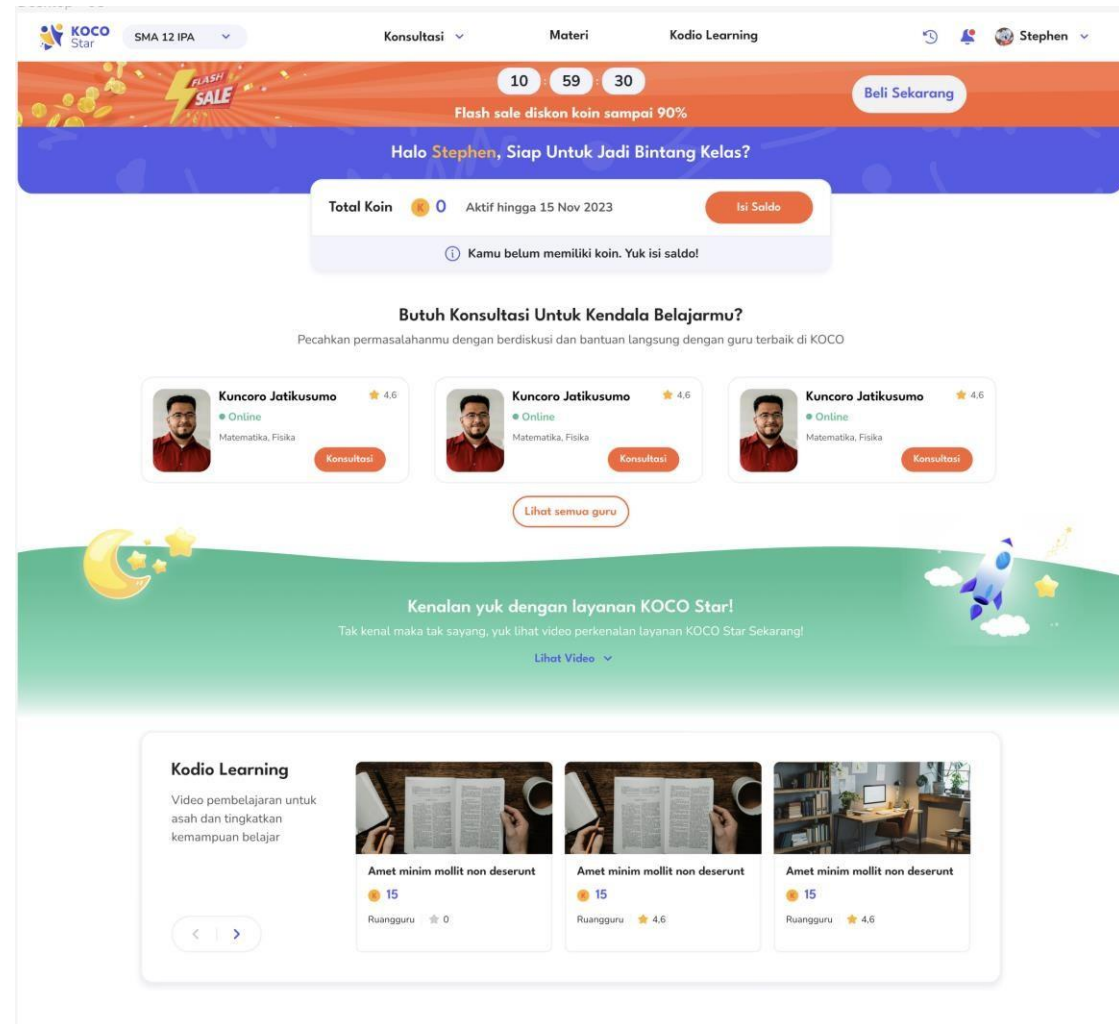
KOCO Star

KOCO Star is a web-based learning platform for students where they can enjoy various features such as tanyaKOCO, Live Guru, KODIO Learning, and Free & Premium Material.

My role as a product manager to crafted product start from research, conception, flow, UI/UX, and lead the development team to deliver the product to the market.

Key achievement:

1. Reached 25K registered students in the first 3 months
2. 1K verified teachers in the first 2 months
3. Generated 50M+ revenue per month

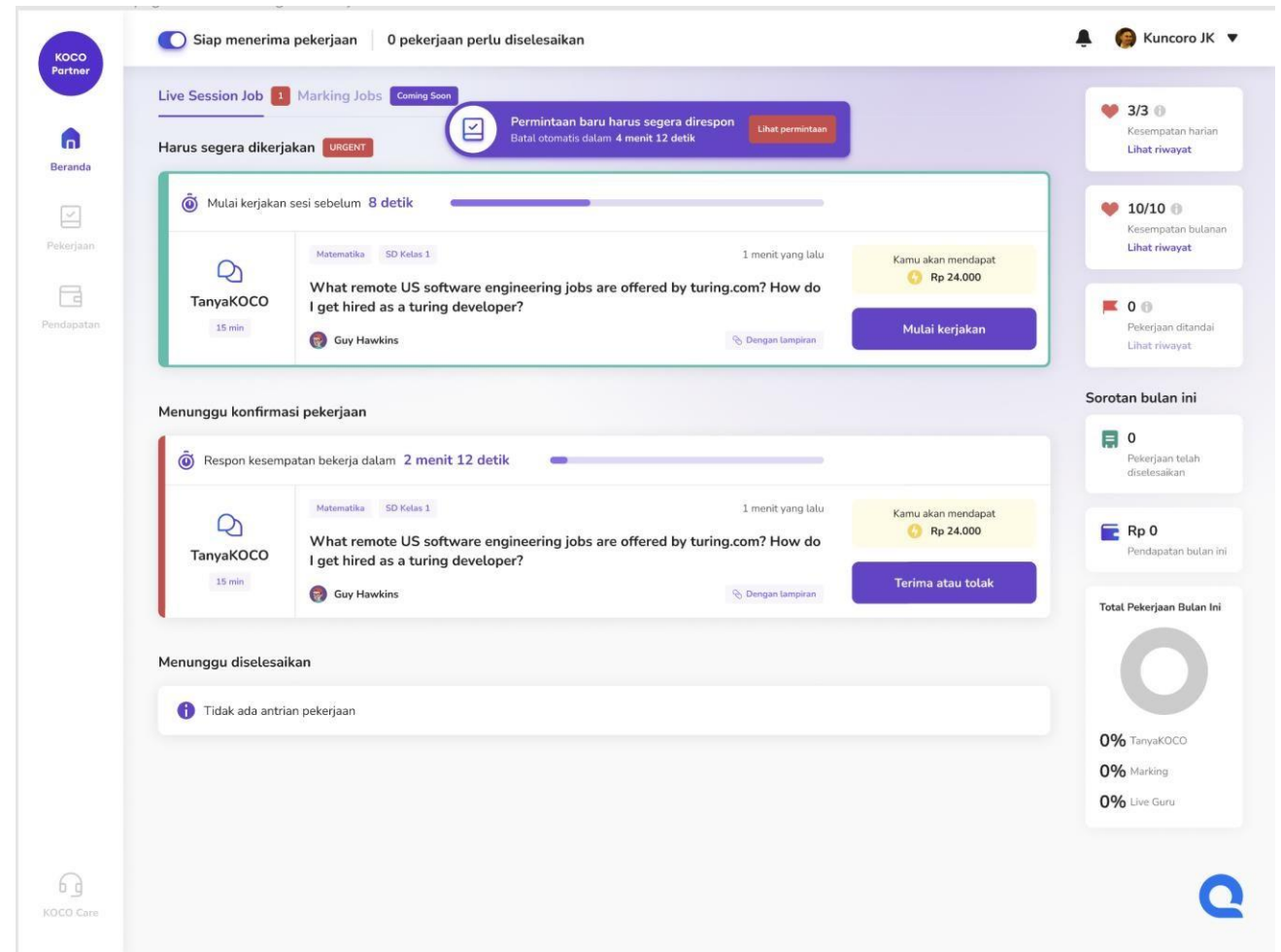


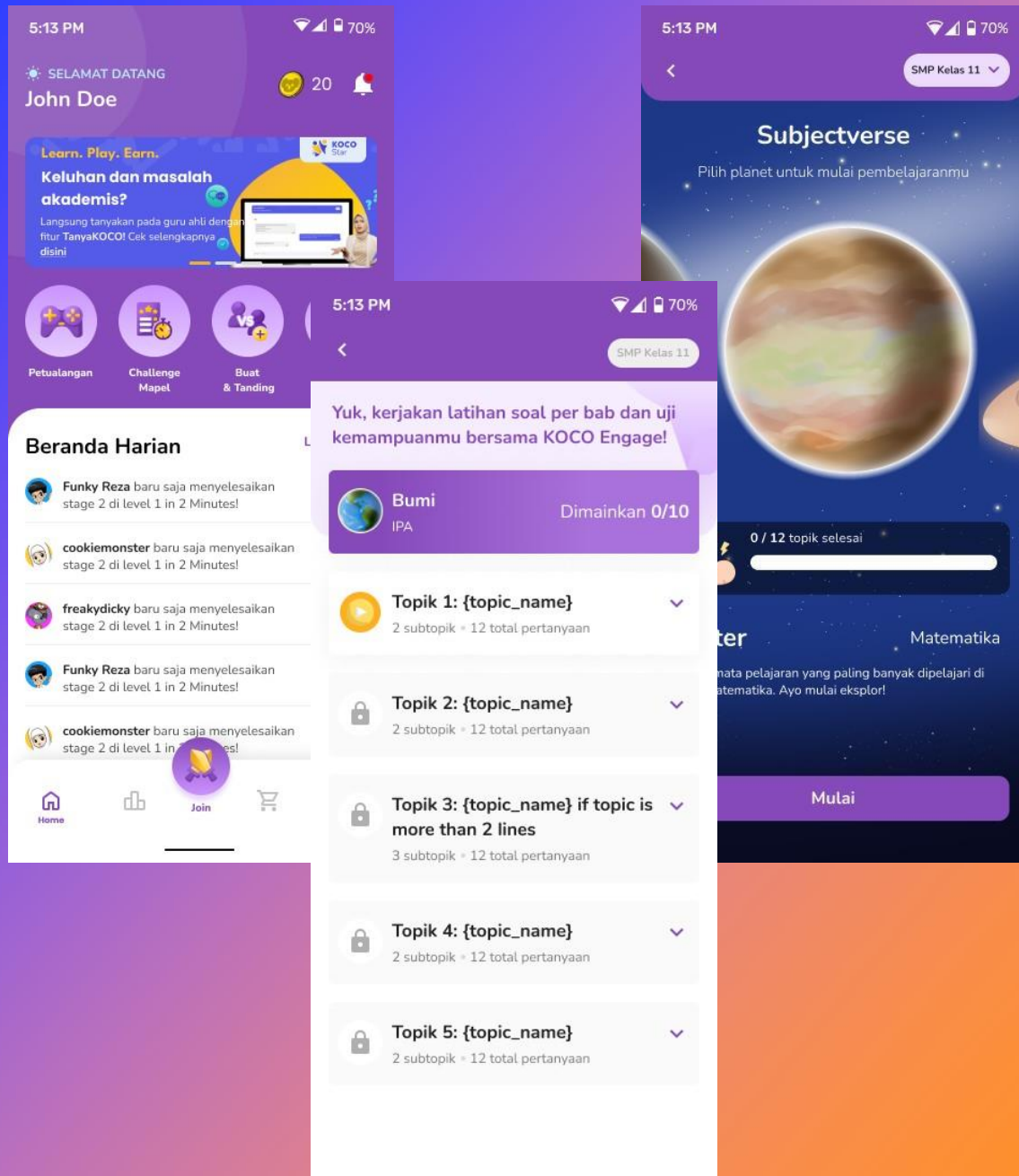
KOCO Partner

KOCO Partner is a platform for professional teachers both private teachers and school teachers to get on-demand jobs in real-time to earn extra income.

The main features are TanyaKOCO and Live Teacher with different income levels based on class and subject.

Within the platform, teachers can also withdraw their money to their bank account and check their teaching history.





KOCO Engage

KOCO Engage is a mobile platform to motivate students to learn while playing mini games. We made it unique by turning subjects into a subjectverse with planetary concepts and measuring student performance with global leaderboards.

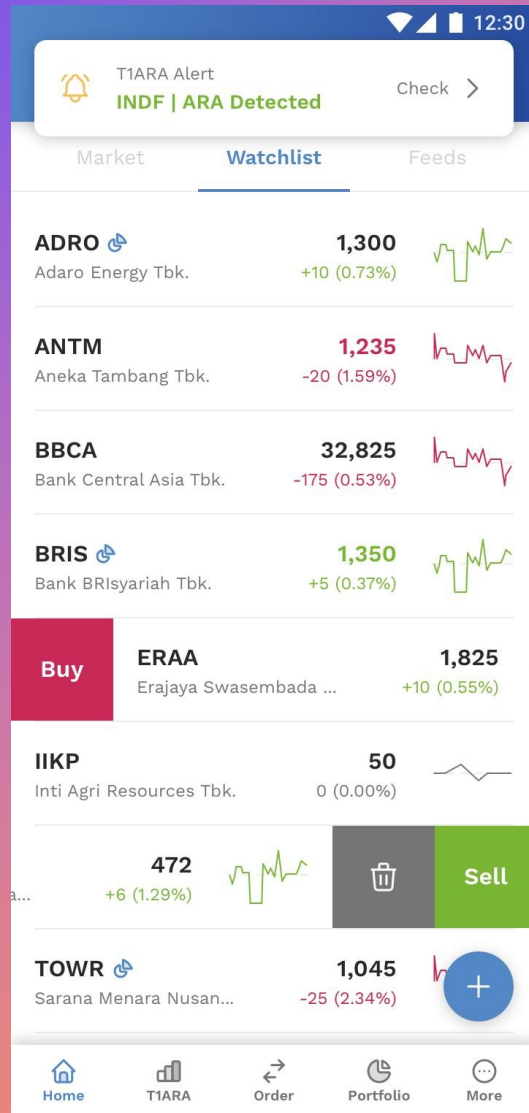
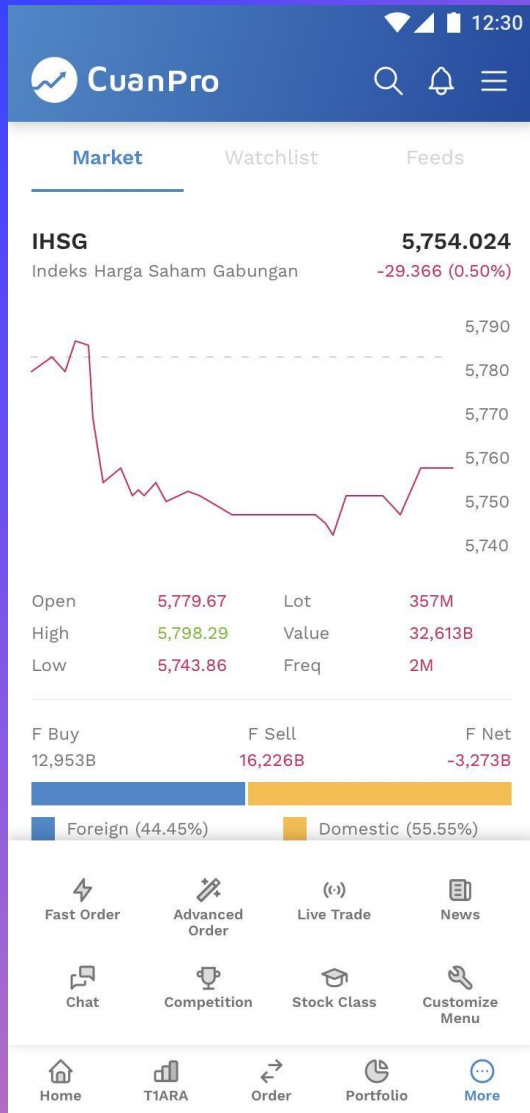
Designed for primary and junior high schools with 3 modes available: beginner, intermediate, and difficult to motivate students to the next level.

Inside the mobile app, students can invite their friend to play together with battle mode to earn coin where they can use coins to buy some accessories for their avatar. We monetize revenue by adsense, selling accessories and avatar limited edition.



PRODUCT MANAGER

PT Perintis Teknologi Nusantara



CUANPRO - Stock Trading

A comprehensive trading platform for brokers to attract millennial investors.

The main features I created CuanPro is as follows:

1. Online Trading
2. T1ARA
3. Competition
4. Forum
5. Online Class



PRODUCT MANAGER

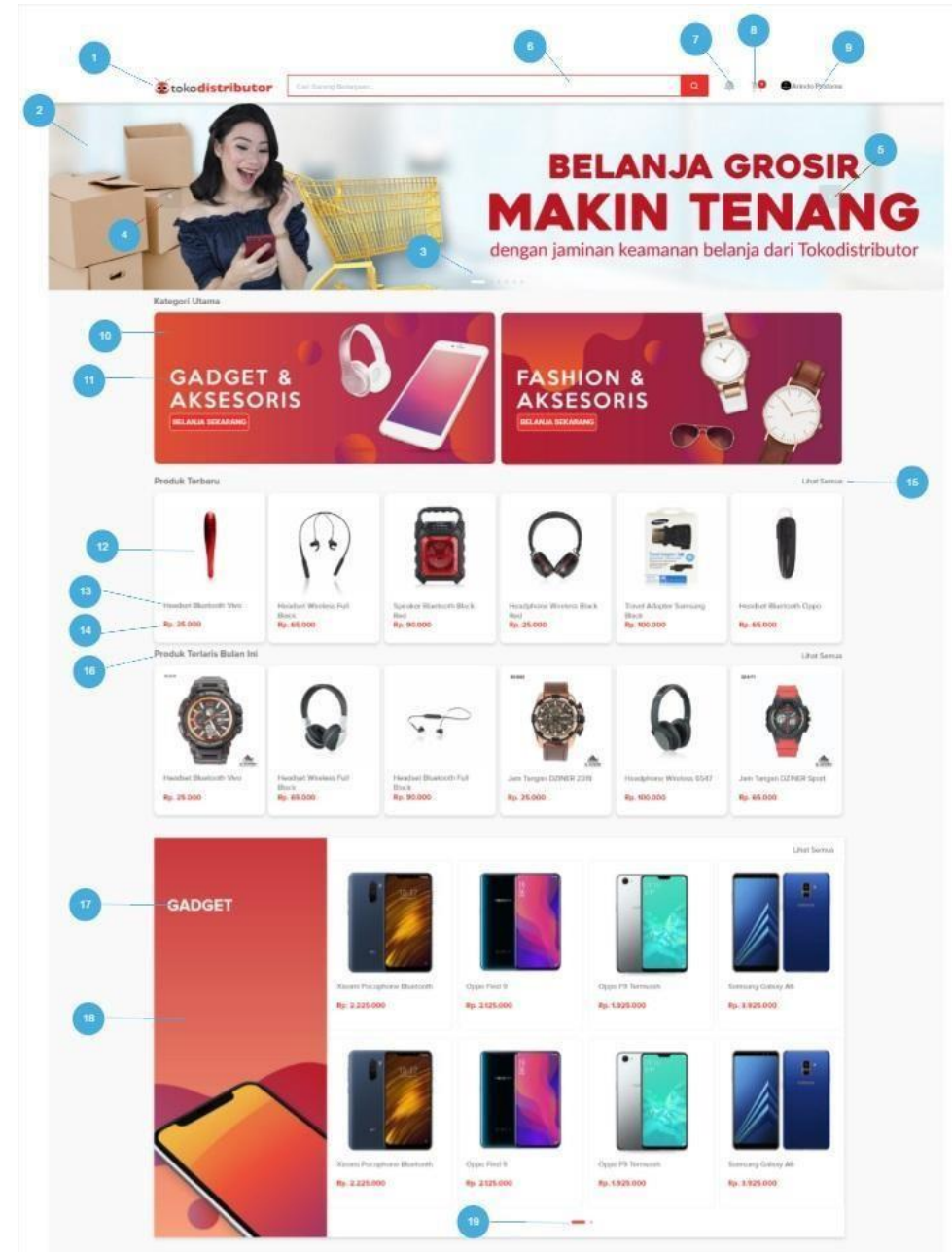
tokodistributor

Rebuild & Revamp Reseller Portal

Goals:

Rebuild existing website for reseller with better UI/UX and business flow to meet with the business requirements.

As a product owner, I help tokodistributor to build bridges between suppliers and resellers through our web and mobile apps, so that our resellers can earn extra income by selling our products to end customers.

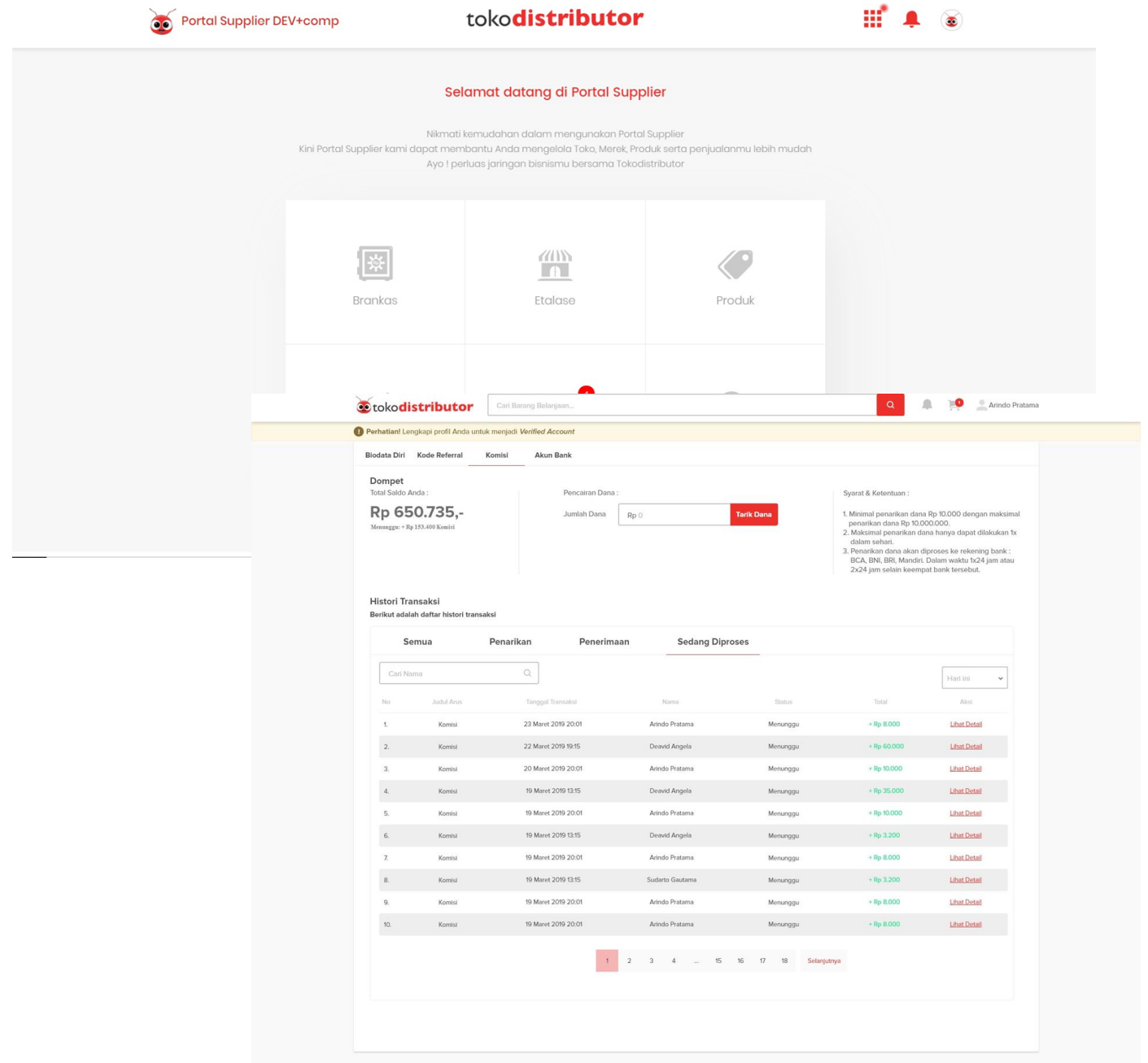


Rebuild Supplier Portal

Goals:

Facilitate our supplier to input their product into our app so that they can easily manage their own store and catalog product.

By signing up as our supplier, we provide advanced features for suppliers to manage their online store, measure sales performance, withdraw money, schedule promos for their products, real-time notifications, and a wide selection of shipping couriers.

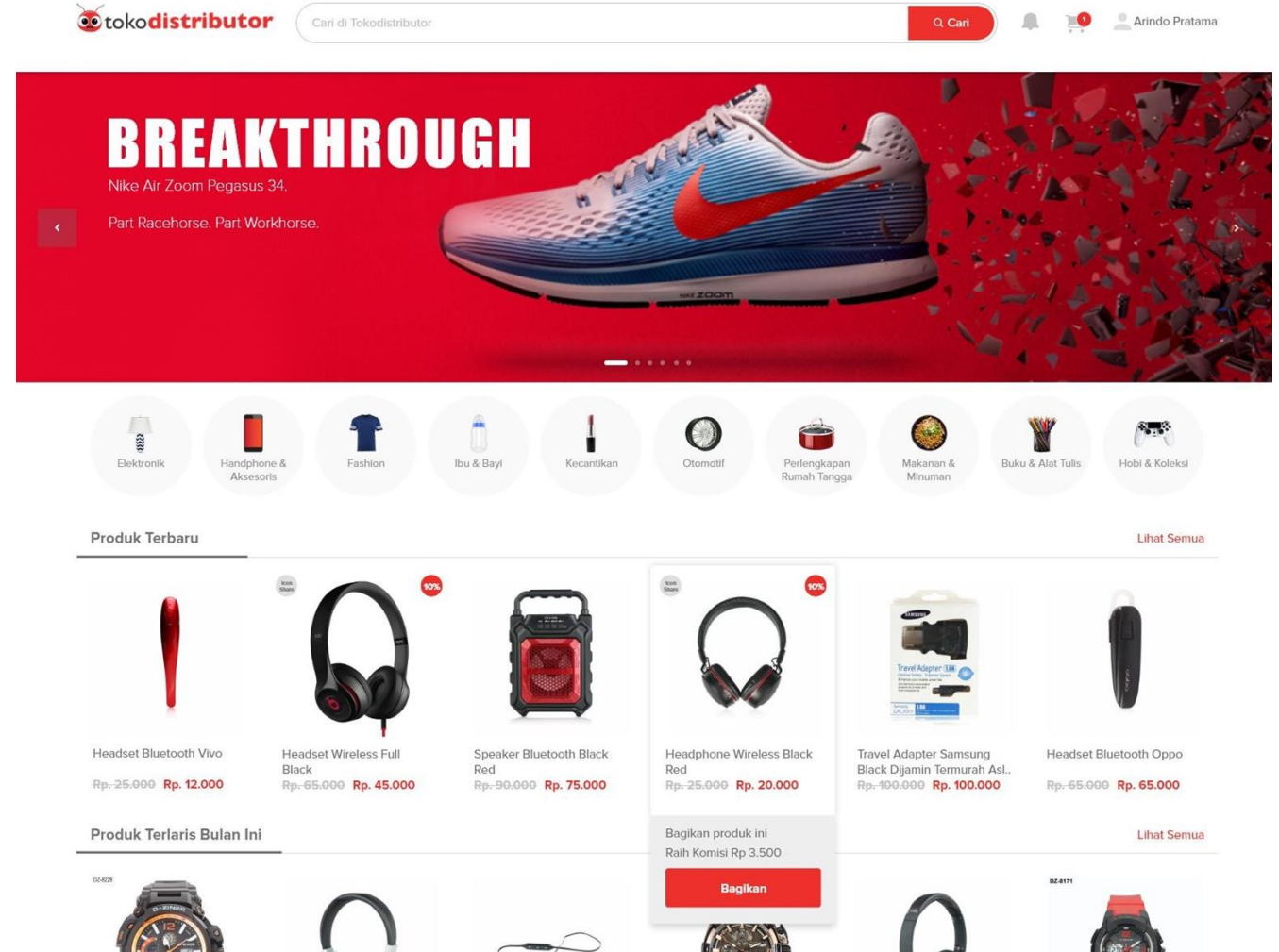


Referral Feature

Goals:

Increase traffic on the reseller portal by using referral codes. This referral code system provides benefits for Agents in the form of sales of our products on social media platforms or word of mouth.

As a Product Manager to help tokodistributor in terms of revenue, I created a scheme for our resellers to earn more money by sharing their referral code to social media platforms or word of mouth and earn commission and discount on every transaction from their members. This feature successfully increased revenue by 30% and increased traffic by 80%.

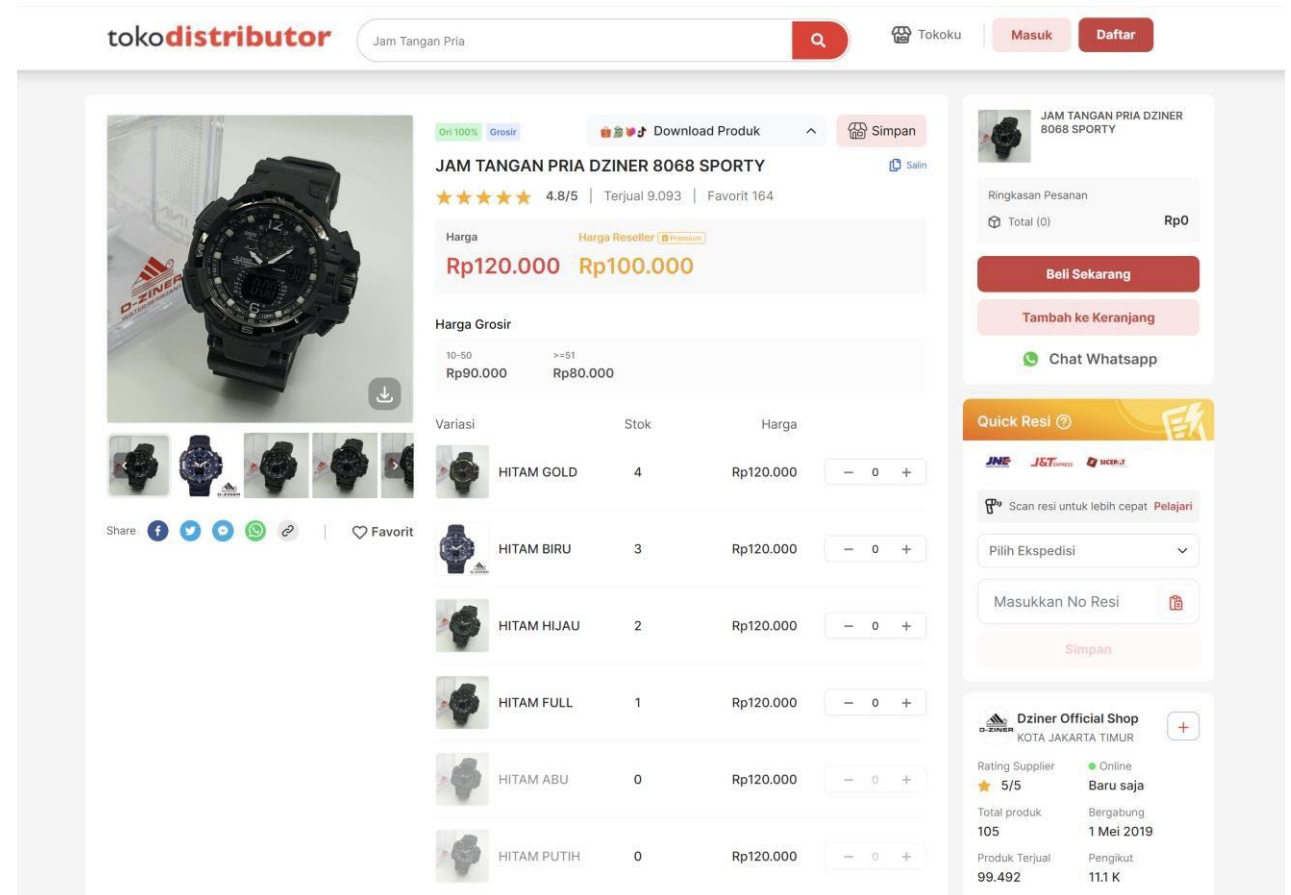


Wholesale

Goals:

Attract resellers to buy in large quantities with special prices.

To increase total transactions and reduce cart abandonment, we created a new feature to buy products in bulk where the purpose of this feature is to increase the buying power of resellers to get special prices so that the benefits will be even greater.



OTHERS

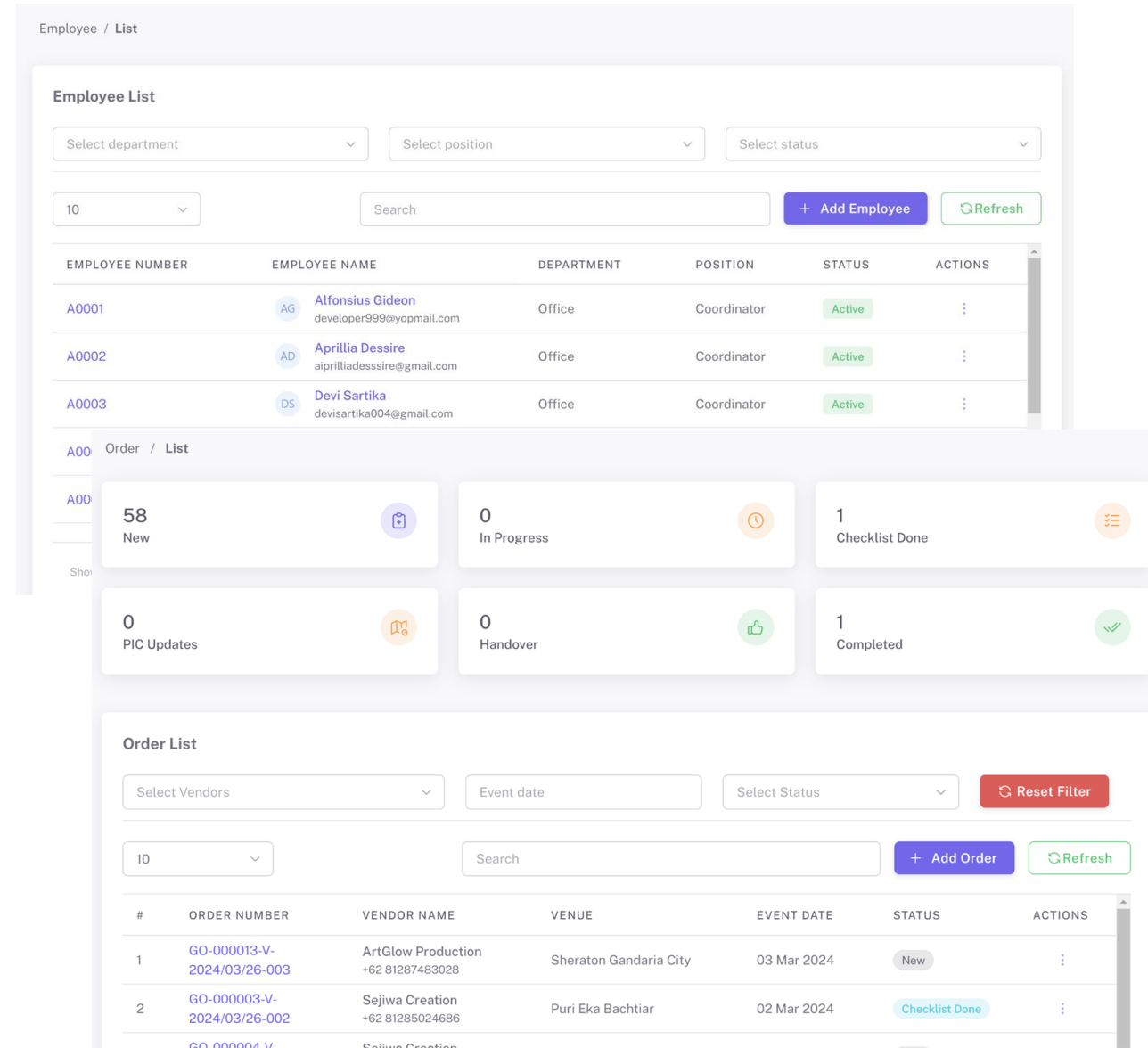


Goodson's Admin

Goodson is an event service provider platform for vendors in various fields. Goodson caters to corporate events, music, exhibitions, seminars, and weddings.

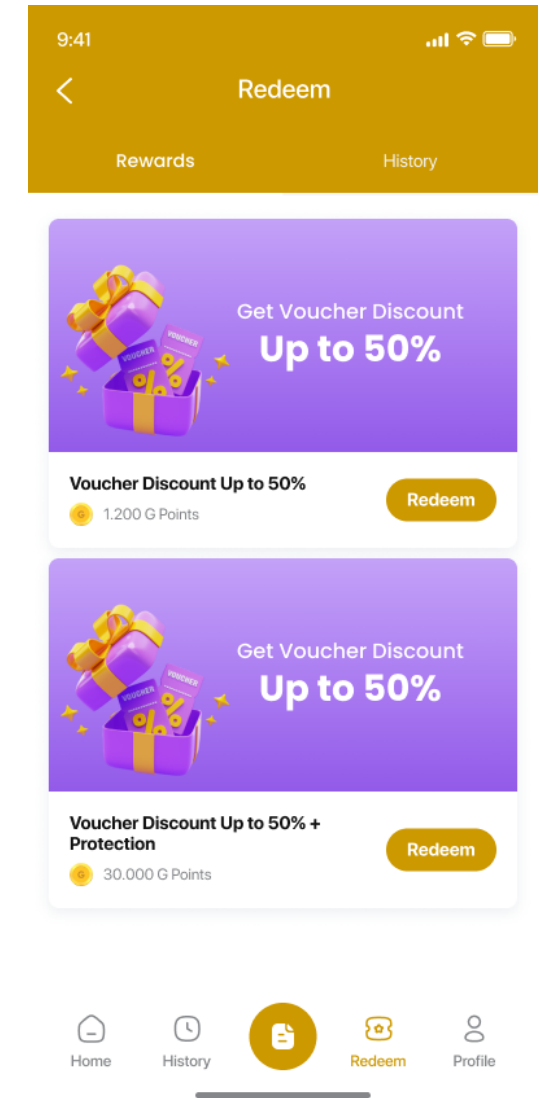
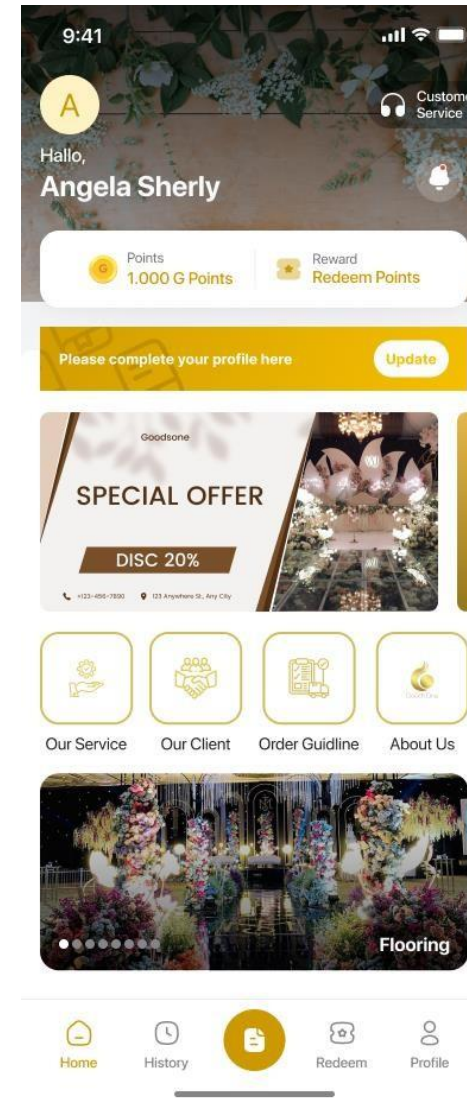
As a Product Consultant, I create this product with 3 main functions as follows:

1. Administrative for admin to input order data, maintain customer data
2. Payroll for HR to control employee attendance, loan and payroll
3. Reporting for business level to make decisions



Goodsone Customer App

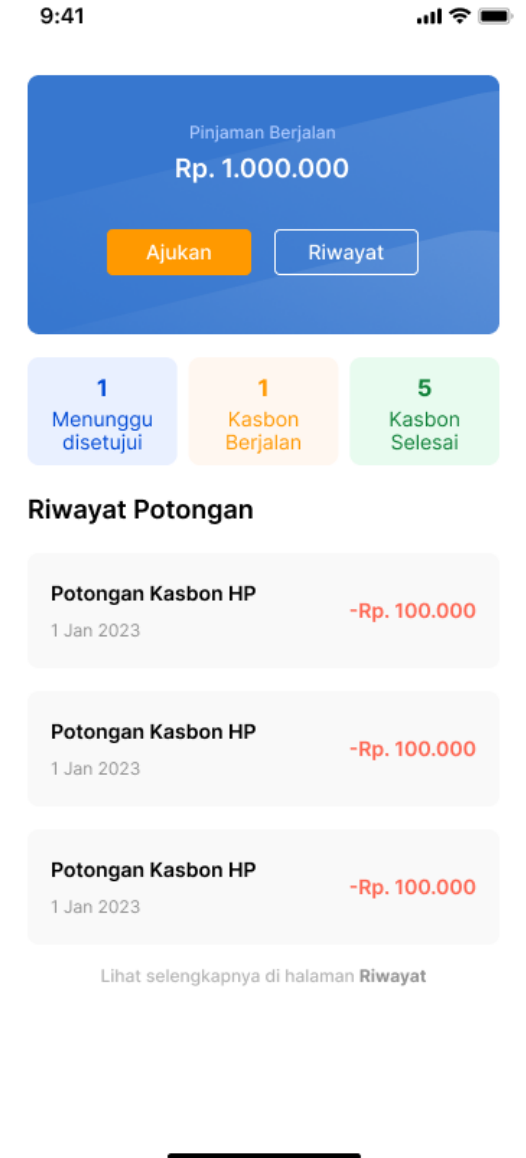
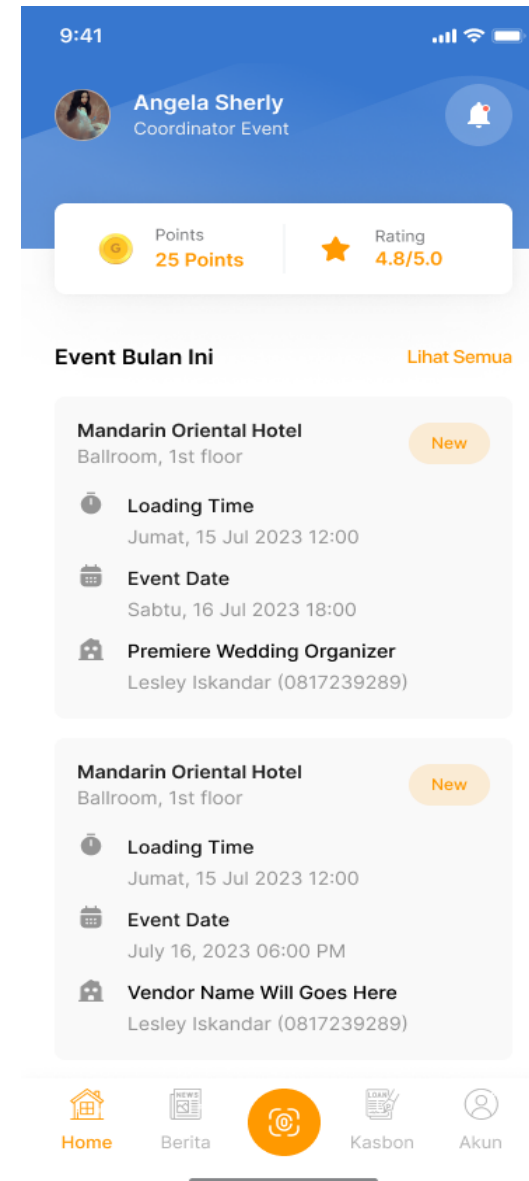
As a product consultant, I help Goodsone to engage their customers through mobile apps. With the mobile app, they can get the latest information about promos, monitor the status of their orders, check their transaction history, and redeem their points for attractive prizes. The most important thing is to make Goodsone's customers understand what services they provide, previous projects.



Goodsone Internal App

As a Product Consultant, I created this app based on the needs of the business where they needed to digitize daily processes for their internal employees to maximize productivity and make it real-time to update work progress. We also extended the functionality for employees to submit their attendance, apply for loans, pay slips, and created a point system for top performers.

With this app, management can know the real time work status of each employee and can make decisions faster.

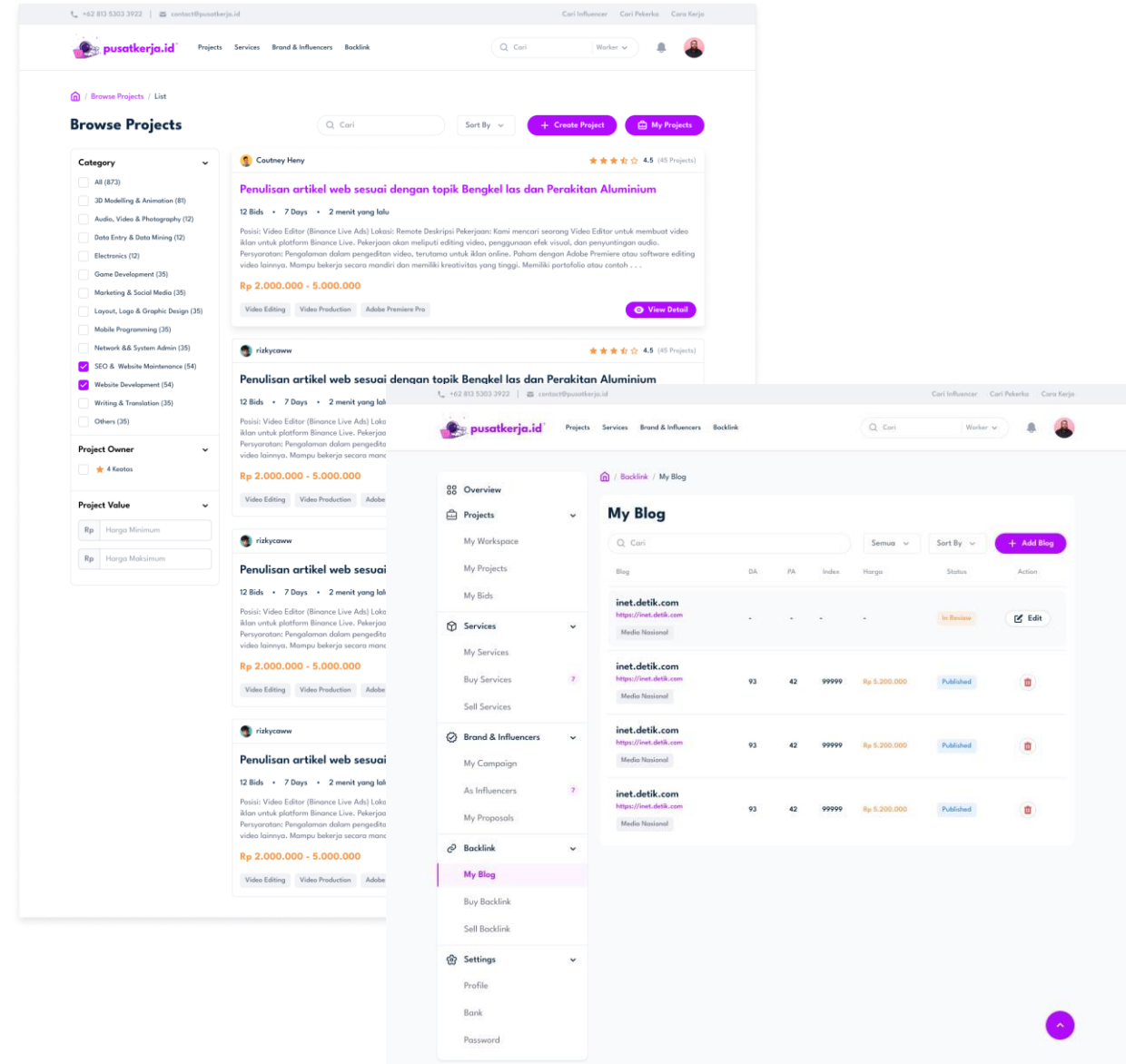


Pusatkerja.id

Pusatkerja is a job provider platform for freelancers where Pusatkerja acts as a mediator that connects workers with employers.

As a Business Analyst, the main features that I created for the Pusatkerja.id are as follows:

1. Project – to help project owner find right candidate based on the project's definition
2. Services (Marketplace to sell product or service)
3. Backlink (Buy & Sell)
4. Brand & Influencers – help people to find right brand / influencer for their business
5. Loyalty system – to engage users to stay use the platform





THANK YOU

Angela Sherly – 0878 7818 7070