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| D:\Users\Alie Tan\Desktop\photo.png | ALIE TAN  **Pofessional in digital/mobile advertising, social media, presales, mobile app and server development with 10 years of hands-on software product development technical and UI/UX design experiences.**  +62 81513114262  [alie@appweave.rs](mailto:alie@appweave.rs) |

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| **PERSONAL INFORMATION** | |
| Gender | Male |
| DOB | 04 April 1981 |
| Nationality | Indonesian |

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| **PROFILE SUMMARY** |
| * 3.7 years of extensive experience in the IT industry as an ‘Advocate of User Experience’ owning products, defining product vision and strategy on native mobile applications, web applications on Mobile devices and web. * Deeply passionate and interested about the Mobile space and the technological developments. Involved in Usability testing, User groups and product enhancement by functioning as a ‘Product Owner’. * Expertise as a ‘Product Manager’ in the Mobile domain designing the workflow of Mobile Application, game and ad network. * Coming up with prototypes, wireframes, mocks, POC and working on changes to UI flows and designs depending on analytics, user behavior patterns and scenarios while demonstrating ability to manage backlogs efficiently. * Experience on different mobile platforms such as iOS, Android, Blackberry, Symbian, WP7 and J2ME including strategizing the product and fitting it to form a challenging roadmap. * Working with the different teams like BU, Product Development, Quality, Design, Sales and Marketing teams to motivate engineering of the product, enhancing it and develop POCs to demonstrate to all the stakeholders. * Brainstorm and research to deliver next gen solutions of world class quality that is simple and intuitive and involving in strategic planning to launch mobile technologies in developing countries. * Experience in White Box and Black Box testing and performing prototype testing including functional and verification testing for web applications, handhelds and walking the extra mile to keep customers happy. * Proven multitasking abilities including management of the entire Software Life Cycle and constant learning through research, discussions and experiments focused on user needs, competition and the market. * Experience in extensive product intractability and usability testing and recognition for innovative ‘Pilot Projects’. * Exposure to tools like testPlant, areas including Automation, product testing and concepts of JAVA and SQL. * Good at problem solving, market analysis, risk identification, mitigation and troubleshooting. * Recipient of numerous accolades and recognitions for creative contributions. * Excellent leadership, communication, organizational and presentation skills with an incessant zeal to learn. |

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| **EXPERIENCE** | | |
| December 2015 - Present | FinAccel Pte Ltd | Head of Product Engineer / Co-Founder   * Lead development and product team * Creating and designing FinTech platform including its algorithms, API, backend * Build Android and iOS application * Hiring development and UX/UI team * Advisor for UI/UX implementation across platforms |
| April 2015 – October 2015 | PT. Etobee Teknologi Indonesia (Kejora, Mountain Sea Ventures) | Chief Technology Officer (CTO)   * Lead development and QA team * Creating and designing logistics platform including its algorithms, API, backend * Rebuilt Android and iOS application for logistics drivers and users * Hiring development and QA team * Advisor for UI/UX implementation across platforms |
| Sept 2013 - Present | Risto Mobile Solutions Pte Ltd | Head of application Development   * Lead and implement RISTO's technical vision and long term application strategy to enable the organization to meet business goals and objectives * Lead multiple development teams, leading on the planning, development, implementation, monitoring, and performance of applications and key internal and external stakeholders to deliver a shared vision and manage the image of the organization externally from a systems perspective * Provide direction for the development and utilization of staff, collaborating with stakeholders and with the rest of IT to balance multiple production and project priorities * Perform ongoing assessments of IT capabilities and performance – develop metrics and action plans for scale and improvement. Ensure that all initiatives in the IT application portfolio have clear business goals and success metrics, ensuring our applications deliver success and innovative change * Accountable for full software development lifecycle(s) including full documentation at all stages based upon industry standard practices and ensure business continuity and reduce business risk, whilst taking account of the needs of the whole organization * Negotiate with business and technical stakeholders to assess feasibility, prioritize projects, and develop and implement plans that address requirements and adhere to established strategic business objectives and systems standards * Develop a business oriented development team with a track record of delivering on time within budget and with quality |
| Sept 2013 – Aug 2014 | AppWeavers | Director of Operations and Presales (Co Founder)   * Ensuring financial targets and other agreed targets are met in all departments * Reviewing working practices to ascertain if it is successful and if not, devise an alternative * Making sure safety regulations are followed * Keeping employees motivated and organising appropriate training * Ensuring the business operates within the company's mission statement * Investigating customer satisfaction and reporting any issues * Working with department heads and senior management to get the best performance from staff * Driving the business to increase profits * Working with legal departments on any matters that occur * Reviewing and approving equipment needs |
| Aug 2012 – Aug 2013 | Affle Pte Ltd - Affle Media Lab | Assoc Director - Products, Affle Media Lab   * Conduct R&D on existing digital technologies across connected devices; PCs, tablets, mobiles, smart TV’s, while creating business relevant innovations for the Affle Group * Create interesting products, games, applications to be marketed directly or for organizations without digital domain capabilities. * Work with some of the largest operators in the world, building mission critical telco grade apps and systems to ensure all projects delivered on time, professionally and objectives achieved. |
| Jun 2010-Jul 2012 | Affle Pte Ltd | Product/Project Manager   * Coming up with prototypes, wireframes, mocks, POC and working on changes to UI flows and designs depending on analytics, user behavior patterns and scenarios while demonstrating ability to manage backlogs efficiently. * Experience on different mobile platforms such as iOS, Android, Blackberry, Symbian, WP7 and J2ME including strategizing the product and fitting it to form a challenging roadmap. * Working with the different teams like BU, Product Development, * Quality, Design, Sales and Marketing teams to motivate engineering of the product, enhancing it and develop POCs to demonstrate to all the stakeholders. |
| Oct 2006-May 2010 | Affle Pte Ltd | Sr. Software Engineer   * Application Developer, Symbian S60, Symbian UIQ, Windows Mobile/Phone, J2ME, iPhone, iOS, Android. |
| Mar 2005-Nov 2006 | InTouch Pte Ltd | Application Developer, Symbian S60, Symbian UIQ and J2ME. |

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| **PROJECTS** | | |
| Name / Client | Roles | Description |
| ActiveFile - FreeWare | Founder, Developer, Designer | * A file manager for S60 Symbian devices, that works like Norton Commander/Total Commander, using two panels to navigate two different directories and copy/move files between them. ActiveFile has a totally different approach and offer: * File management with 2 panels(File manager similar to Total Commander). so, you can view one folder in the first tab and browse to another folder in the second tab * View all drives/folders/files on phone \* * File sorting by name, extention, uid, size, date, and ascending, descending * Full file management with copy, move, rename, delete, make directory, make |
| ActiveLock – FreeWare | Founder, Developer, Designer | ActiveLock is for Symbian S60. With it you can lock any selected applications automatically. |
| Active SMS Locker - FreeWare | Founder, Developer, Designer | Active SMS Lock can help you protect your SMS message with passwords so others won’t be able to read them. You will be able to protect your inbox and your outbox from unwanted eyes. Enter the correct password to see the messages. |
| AirAlbum – Nokia Indonesia | Developer | * AirAlbum is a multimedia catalog for mobile content developed and operated by inTouch that allows user to : * Preview : graphics, video & games * content Pre-listen : music content * Purchase : selected content via operator billing/AirVouchers (without having to know content code / short code) * Share : with friends (SMS the URL/Bookmark or send the app via IrDa/Bluetooth) * Register : option to register to get SMS notification when new AirAlbum (of users preferred music) are available’ |
| AirMessenger - Nokia Indonesia | Developer | AirMessenger, working as an answering machine, will monitor for incoming SMS and missed calls and reply / forward via SMS to caller / sender. With extra function : Blacklist, to block unexpected caller. |
| Try and Buy - Nokia Indonesia | Developer | Try and buy manager is a service that enables you to Try (free of charge) and Buy (pay via various payment methods) Symbian application and games distributed by inTouch. |
| SMS2.0, Live SMS - Airtel, Reliance, Idea, Videocon, Vodafone, DIGI, Maxis, Telkomsel, XL, Indosat, Viettel, Mobifone, etc | Developer, QA, designer | SMS2 its an SMS application that can changes native SMS application. SMS2.0 lets you add a personal touch to your SMS messages and keeps you well informed while you are on the move  SMS2 features:   * Show how you feel! Add emoticons to your text messages. * Facebook, Twitter and Orkut integration via ECOM Plugin. * Get information about Current Events, Sports, Entertainment, News and much much more * Brighten up your messages with colourful fonts * Customizable search services such as online dictionaries, movies, wikipedia and others(Bing, Google, Yahoo, Wikipedia, tetc). * Download manager to download new updates and extra plugins. * Multi platforms (Symbian S60, UIQ, J2ME) |
| Pinch Messenger - Affle B2C | Project/Product Manager | Pinch is a cross platform messaging app with various exciting features like Pinch2SMS, Group Chat and Location based features. Pinch utilizes your existing data plan or Wi-Fi to provide instant messaging and other features. With its unique Pinch2SMS feature, users can now message all their friends including non Pinch users for free.  Pinch supports all platforms: Apple, Android, Blackberry, Nokia, Java (J2ME) and Windows. None of those work for you? Well, there's also a mobile web version which works on any kind of device with a mobile browser! |
| Let’s Puzzle | Project/Product Manager, UI/UX designer | Let's Puzzle! is a modern adaptation on the classic picture puzzle game with social components that make it fun for players of all ages. Convert your favorite pictures from your photo library or camera to puzzles and send them with a secret message to your friends.  Some of the addictive features include:   * Play with Friends on iPhone, iPad, iPod Touch and Android! Challenge friends on Facebook, or be automatically partnered with new gaming buddies. * Turn-based Gameplay. Perfect for gamers-on-the-go! Take turns sending and solving puzzles at your own pace. * Push Notifications. Be alerted when it's your turn to send or solve a puzzle. * Achievements. Collect unique achievements to show off your puzzle-solving skills. * Bonus Items. Use the "Sneak Peek" for a quick preview of the photo. Or use the "Hint" to help you with the more complicated puzzles. * Board Sizes. Play on grid sizes 3x3, 4x4 or 5x5 for a harder challenge! |
| Rattle Battle – Affle B2C | Project/Product Manager, UI/UX designer | Rattle Battle is a fun and completely addictive new Snakes& Ladders gaming experience. It combines individual gaming, friendly head-to-head competition with human players instead of an AI, and the integrated communication power of social media.    Along the way, gamers also enjoy:   * Challenging friends via Facebook, or being partnered with a new gaming buddy. * Sending messages, which add to the intrigue, fun and excitement. * Playing in real-time via turn-based gameplay, complete with push notifications. * Choosing various board options, including Rain Forest, Desert Ruins and Snow & Ice Landscape. * Accessing power-ups. You can interact with your opponents by knocking them back one space, advancing yourself one space, blocking your opponents from climbing ladders and protecting yourself from Snakes. * Collecting awards that show off their skills. |
| Greenlots - Zeco Systems | Project Manager | Greenlots lets you find charging stations and view if they are available or in-use.  On some stations, use your phone to:   * Pay for charging * Start & stop charge * Check charging progress * Store your credit card on the app and use it for quick access to charge stations! |
| MAS staff profile - Monetary Authority of Singapore (MAS) | Project Manager | Provide details and cloud contacts/ profiles |
| NLB mobile - National Library Board (NLB) Singapore | Project Manager, UI/UX designer | The application allows library patrons to:   * Set up multiple user profiles for quick access to library transactions * Borrow library items by scanning the NLB barcode * Check & renew current loans * Place reservations of library items * Receive suggestions on items based on loan history * Perform searches against the library catalogue * Track search histories * View the latest arrivals to the libraries * Locate nearby libraries based on their current location * Easily obtain library addresses, directions and operating hours   View details of events happening at each library |
| Gerbang Bahasa - National Heritage Board (NHB) Singapore | Project Manager, UI/UX designer | Gerbang Bahasa is a one-stop tool which provides users with information on Malay language activities and events in Singapore. Users can customise the information on the calendar and share events with their friends.  This is an initiative by Majlis Bahasa Melayu Singapura (MBMS). |
| Tomorrow, Today - Singapore Art Museum | Project Manager, UI/UX designer | With over 300 fully illustrated artworks from 180 prominent and emerging Southeast Asian and Asian contemporary artists, and individual artwork texts, this app presents the works which were acquired by the Singapore Art Museum between 2009 - 2011. A foremost leading museum of contemporary art in the region, SAM has one of the most definitive public collections of contemporary Southeast Asian art. This guide to its contemporary collection presents a snapshot of artistic production in this dynamic region, with its heady fusion of stylistic beauty and urgent social commentary. The artists featured here include Tang Da Wu, Yee I-Lann, Zulkifli Yusof, Shen Shaomin, Jun Nguyen-Hatsushiba and Entang Wiharso. |
| HARRIS hotels - HARRIS hotels | Project Manager | Stay tuned with HARRIS Hotels thanks to our free application. The app allows you to:   * Search, find and book HARRIS Hotels throughout Indonesia * Personalize your reservation * View your reservations at any time * Access maps, and turn-by-turn directions to your HARRIS hotel * Add favorite HARRIS Hotels for quick and easy access * Online Payment facility for Credit Card holder (VISA/MASTER CARD) when applicable * Receive hotel's promotions updates and notification on your mobile |
| C3A - C3A | Project Manager | The C3A App is the most useful App in town for all Seniors. Courses, directories, deals, discounts and more awaits with the super-handy C3A App! Don't leave home without your phone and your C3A App - it will guide you to get the most out of every wonderful day!  What does the app do   * Easily read content on your device * View event locations on map * Get directions with GPS assistance * Call Merchants for deals * Add events to the phone calendar * Register to selected events |
| WomenTalk - WomenTalk | Project Manager, UI/UX designer | WomenTalk (WT) is an interview series hosted by Eunice Olsen, which features incredible women from Asia with compelling and powerful stories that empower and inspire. Discover what paralympians, rape survivors, political and human rights activists, entrepreneurs, environmentalists and more have to say on WT - a portal where people, women especially can speak honestly get involved and make a difference. - See more at: http://womentalktv.asia |
| K&S (mobile field service) - K&S | Project Manager, UI/UX designer | Mobile Field Service enables customer service agents to access and update key information via both hand-held and laptop devices. While offline, agents can access complete customer, product, and service request data; manage schedules; order spare parts; record material, costs, and labor; and enter counter readings. Benefits include improved service levels, reduced service costs, faster billing cycles, and optimized inventory levels. |
| Ripple Ad Network - Affle – Ripple Ad Network | Product/Project Manager | Ripple is Affle's cross screen rich media and video ad network.  Ripple helps address that challenge by allowing you to deliver engaging, relevant and effective ads across smart screens - Mobile, Tablets, PC, Smart TV’s etc. and thus helps you communicate effectively with the most relevant Target Audience for your brand.  For publishers and developers, Ripple’s easy to integrate SDK and rich media authoring suite creates much greater monetization opportunities for your existing inventory with almost no incremental efforts.  Some key highlights about Ripple include:   * Integrated advertising across smart screens - We believe in having an audience strategy vs. a device strategy * Differentiated and impactful Rich Media suite and authoring frameworks - Advertising is supposed to be fun and impactful and we deliver the same thru experiences built to drive engagement * Simple to integrate SDK & Ad tags - We get you more dollars for the inventory you already have * Premium publisher partners and audience affinity channels - We communicate your brands in the best content environments * Measurable results - We let you track your campaigns, earnings and much more so that you can * make the best decisions based on the terrabytes of data we analyse to share insights |
| PicStory – Risto Mobile B2C | Head of Application Development (Project Manager), Developer | PicStory creates a story in your photos and shares them on your Facebook and Twitter Social Platform. Apply photo filters, effects and frames! View your friends' story, Like and Comment on their profile pictures. Share, invite and make new friends! |
| RISTOconnect - Risto Mobile – B2B | Project / Product Manager | RISTOconnect is a leading premium integrated WiFi and mobile marketing platform based in Singapore- with offices in Jakarta, Indonesia. We specialize in helping top brands and advertisers effectively reach out to their audience. We have been developing and creating innovative tools, channels and interesting mediums to deliver your premium advertising messages to meaningful audiences since 2010.  RISTOconnect brings you the power of Rich Media, Interactive, Video and Custom ads to your mobile devices.  Advanced Targeting - RISTOconnect's Advanced Targeting capabilities help you effectively reach your intended audience! |
| AdStudio - Risto Mobile – B2B | Project / Product Manager | Free public WiFi monetization, promotion and advertising platform.  Fast hotspot page building. It is easier than ever to build WiFi hotspot page. Instantly preview how design elements will behave and display.  AdStudio allows WiFi hotspot owner to integrate hotspot page with Rich Media ads to generate extra revenue. |
| RISTO CMS - Risto Mobile – B2B | Project / Product Manager | Risto CMS helps you create the most effective application for your business. It encourages interactions between your brand and your customers with the help of special features that support customer engagement combined with loyalty programs |
| RISTO #1FreeWiFI - Risto Mobile – B2B, B2C | Project / Product Manager, Network Engineer | WiFi Ads - Effectively monetize and manage ads on WiFi Hotspots and Captive Portals with RISTOconnect. |
| ePOD - Boon Software | Project Manager | ePOD is a mobility application that allows field operators to check real-time inventory status and track order. Symphony Mobility Module gives field operators the accurate real-time information for them to close the sale and increase sales revenue for the business. For full-fledged distribution and trading features, businesses can find out more on Symphony Distribution Management System. |
| PMS - Boon Software | Project Manager | A project management and time attendance app. |
| Authenticlub 1-Tap NFC - Authenticlub | Project Manager, Developer | Authenticlub 1-Tap NFC cloud is a solution for anti-counterfeit problems.  Additional features of 1Tap solution:   * product authentication * product info * ownership * share ownership on Facebook * all data is encrypted and online 24/7   Perfect industries to use the Authenticlub® NFC 1Tap solution   * Golf equipment * Bottled Alcohol * professional and accredited certificates * branded luxury goods * branded apparel |
| CTN mobile - Brightcove | Project Manager, Presales | The CTN App features CTN’s current and daily social, political and entertainment scenes in Cambodia through news, entertainment, documentaries, drama and sports programs which is now available in your hands.  This App offers you the chance to watch CTN 24 hours a day – live, just as you would do on TV. |
| TIC mobile - Brightcove | Project Manager, Presales | Indonesia’s best entertainment programs blend with hot news and talk shows to provide a compelling window into a dynamic country. 24 hours in English for the world to see. |
| XL I am visit - XL | Project Manager, Presales | A questionnaire app for visited XL operators |
| ALTO cash | Project Manager, Presales | With M-Cash you can make your mobile number as account number for direct trade. Enjoy the M-Cash facility on your mobile device anytime and anywhere. |
| *Another applications/projects can't write here because not launched already and company private.* | | |

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| **REFERENCES** |
| Charles Yong:  +65 9846 8620  Director - R&D and Product Development |
| Ben Fones:  Executive Director  +65 9680 2008 |

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| **PERSONEL INTERESTS** |
| I’m a highly-motivated person with ability in quick-learning and hard-working, willing to start from beginning stage and learn something new I have capabilities for both independent and team working, quick decision making, oriented on target and time, and multi-interest factors assessing.  Particularly interested in mobile technologies, ad network, FreeBSD, Mikrotik and networking |