

# Muhammad Iqmal

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I am a final-year Industrial Engineering student with experience in Product Management and Researcher roles at an EduTech company. I also possess skills in organization, time management, design thinking, problem-solving, and critical thinking. These skills have been demonstrated through my internship and bootcamp experiences.

## WORK EXPERIENCE

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### Freelance Ads Quality Rater

At Welocalize

Sep 2023 – June 2024

- Close Match Evaluation: Training the algorithm to detect the relationship between keyword and query.
- Page Evaluation Religion: Training the algorithm to detect pages with content about Religion.
- Query & Mobile App Match Evaluation: Training the algorithm to detect the suitability of the mobile app in relation to the query.
- Ad Usefulness: Training the algorithm to evaluate to what degree ads serve the purpose of queries.
- User Interest Evaluation: Training the algorithm to detect the relevance of the business' products and services in relation to the user's current interests.
- User to Keyword Evaluation: Training the algorithm to detect the relationship between the user's current interests and the keyword.

### Project-Based Virtual Intern : UX Researcher -

Digital Amoeba x Rakamin Academy

Mar 2023 – Apr 2023

- Completing various tasks related to UX Researcher activities at Digital Amoeba, such as UX Researcher, Design Thinking, Competitive Research Method, Qualitative Research, UX Interview, Usability Testing, Quantitative Research, AB Testing.

### Internship at Widya SEI (Widya Edu)

as a Researcher

Feb 2023 – Apr 2023

- This internship lasted for approximately 3 months at Widya SEI, where the company I interned with, Widya Edu, operates in the field of edtech and bootcamps. In this company, I served as a Researcher responsible for product research, market research, and user research. The gathered data was utilized for decision-making regarding subsequent product development.

## EDUCATION

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### Digital Journalism batch 8 – talenthub Kemnaker

July 2023

- For 2 weeks, I studied various aspects of journalism including understanding journalism, mediums, and characteristics of mass media, the creative process and reasoning in journalism, news sources and interview techniques, news writing techniques and journalistic language, news writing styles and opinion articles, principles of news presentation, journalistic profession and products, and finally, completed a final project.

### Product Management Bootcamp at Binar Academy

Aug 2022 – Jan 2023

- Score Individual Competence: 4.9 out of 5.0
- Score Team Work Competency: 4.9 out of 5.0

In the PM bootcamp, I learned how to develop applications from problem statements to prototyping using design thinking and the agile scrum framework. For my final project, I acted as a product owner in developing an agribusiness application to assist farmers in expanding their businesses by selling through e-commerce.

### Sekolah Tinggi Teknologi Bandung, Industrial Engineering

Jun 2018 – Present

- GPA : 3.13

- At the Disnakertrans in the Office Tool department, I studied Word, PPT, and Excel extensively. Additionally, we learned how to present task results.

## **ORGANIZATIONAL EXPERIENCE**

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### **President, STTB Angklung Family Organization**

2019 – 2020

- Leading every comprehensive management meeting.
- Supervising and ensuring that tasks from each division are carried out effectively.
- Taking responsibility for all organizational activities.
- Enforcing the overall policies of the management.

### **Member of Kominfo, STTB Angklung Ensemble Family Organization**

2018 – 2019

- Organizing meetings and handling protocols.
- Managing the organization's social media platforms.
- Documenting activities conducted by the organization.

## **RECOMMENDATION**

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“Iqmal is an outstanding product researcher with great attention to detail and deep insights. He is also an exceptional team player with excellent communication skills, bringing positive energy and high enthusiasm to the team. Additionally, Iqmal is a brilliant critical thinker who can analyze problems, identify solutions, and execute actions effectively. Overall, I highly recommend Iqmal as a reliable, dedicated, and talented colleague.”

- **Rima Cholilah, Researcher of Edspert.id and Widya Edu**

## **SKILLS & CERTIFICATION**

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**Technical :** MS Office, Dheet/Excel, Figma, Trello, Maze/Useberry, Adobe Photoshop & Illustrator, SQL

**Language :** Bahasa Indonesia (Native) and English (Limited Working Proficiency)

**Certification :** Product Management Certification Binar Academy, Project Management Coursera, Digital Journalism Talenthub, Researcher Widya SEI, Scrum Master Myskill, UX Researcher Myskill

**Soft/Interpersonal :** Design Thinking, Agile Scrum, Communication, Problem Solving, Critical Thinking, Content Writer, Adaptation.

## **SOCIAL MEDIA LINKS AND PORTFOLIO**

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- **Medium**  
<https://medium.com/@iqmalsatria4>
- **Portfolio**  
<https://drive.google.com/drive/folders/1U1dr25TSPcdw9uT5BmERyqWk-DAnIyX0?usp=sharing>
- **LinkedIn**  
<https://www.linkedin.com/in/muhammad-iqmal-2bba90178>

## **REFERENCES**

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**M. Rachmat Setiawan, S.T., M.B.A**

**Job Title:** Project Manager, Product Management Facilitator, Subject Matter Expert – Product Management, Founder Teraskos

**Company:** Jazz Hipster Corporation, Binar Academy, Teraskos

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