



MUHAMMAD ISMIJ HIDAYAT

IT Digital Product Manager | Product Owner | Growth-Driven Product Leader

"I'm a seasoned product management leader with a proven track record of delivering outstanding results across various tech-driven industries. I have successfully driven growth and engagement through strategic product development and optimizing CX and launching data-driven products. Passionate about innovation and delivering scalable impact. Proficient in UI/UX and Agile methodologies, data analytics, and cross-functional leadership, I'm confident in bringing innovation and success in product development. Open to relocation opportunities!"

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📍 Jakarta Pusat, Indonesia

🌐 linkedin.com/in/hidayatim

PROFESSIONAL EXPERIENCE

Senior Product Manager Sprout Digital Labs

09/2023 - 04/2025

BSD City, South Tangerang, Indonesia

Winvest Stock Trading Mobile App & Labamu Point Of Sales Mobile App @<https://www.labamu.co.id>

- Led development and product vision for a retail stock trading platform with real-time analytics and clean UX of the Winvest Stock Trading App.
- Led development and product vision for an Order Management Feature for the Labamu Point Of Sales App.
- Drove significant increases in app adoption through strategic feature rollouts.

Head of Product Appsensi

07/2022 - 09/2023

Jakarta, Indonesia

End-to-end HRIS Native Mobile & Web CMS Development – Appsensi @<https://www.appsensi.com>

- Led 50+ Mobile & Web Apps products, managing a team of 10.
- Oversaw end-to-end development of HRIS mobile/web apps with crash-free rate > 90%.

Product Manager Lifepal

01/2021 - 07/2022

Jakarta, Indonesia

The #1 Insurance marketplace in Indonesia #1 Google Rank Lifepal @<https://www.lifepal.co.id>

Product of Content Squad of lifepal.co.id

- Led a team of 5, improving conversion rate by 15-20% within one quarter.
- Managed web promotions for Indonesia's #1 insurance marketplace.

Research & Development Project Engineer Aureumaex Industries

01/2020 - 12/2020

Batam, Riau Islands, Indonesia

Metal & Electronic Products Manufacturing with PT.Sun Precision Engineering Indonesia

- Handling Products Streamline Development & Cost Calculation Management
- Ensuring the Quality Standards of the Company's Performance

Associate Product Manager

China Parenting Network Holdings Ltd

06/2018 - 10/2020

Nanjing, China

Xibai Nanjing Information Technology Co. Ltd. 矽柏(南京)信息技术有限公司 @<http://www.ci123.com>

R&D Division in Cloud Curvature Incubation Center

- Contributed to the blockchain tech development for a decentralized Cloud Incubator.
- Worked intensively & collaboratively with Tech Engineers, Product Designers & Users.

LCC Airlines Employee Onur Air Airlines

06/2013 - 12/2013

Atatürk International Airport, Istanbul, Turkey

Long-Term Internship

- Assisted in Safety Management Systems and Fleet Planning activities & Ground Handling.
- Analyzed Flight Data Monitoring (FDM) reports & Onur Technics Hangar Safety & DGR.

COMPETENCIES

Product Management: Product Development & Strategy, Research, Analysis & Benchmarking, Product-Led Growth & Marketing, SDLC, Agile, Scrum

Documentation & Design: PRD, UI/UX Design, Wireframing, Prototyping (LoFi, HiFi), Figma, Adobe Photoshop, Axure RP

Analytics & Data: Google Analytics, Firebase, Mixpanel, Posthog, META

JIRA, Confluence, Trello, Google Workspace, Office 360

Business & Marketing: SEO, SEM, GTM, Aftersales, Retargeting

Cloud-based, On-prem, Hybrid Infra

HTML, CSS, JS, PHP, Python, SQL

Web3, AI Tools, Blockchain & DAO

Solidworks, CATIA 3D Design, CNC

LANGUAGES

Bahasa

Native or Bilingual Proficiency

English

Full Professional Proficiency

Turkish

Professional Working Proficiency

Mandarin Chinese

Limited Working Proficiency

HOBBY

Fitness Sports, Gym, Lifting

Singing & Music

Biking, Archery, Swimming, Skiing, Ice Skating

Football, Basketball, Badminton

Traveling & Discovering Heritage Sites



ACADEMIC QUALIFICATIONS

Master Degree, M.Sc. in Transport Planning and Management

Nanjing University of Aeronautics and Astronautics [↗](#)

09/2015 - 04/2018

南京航空航天大学, Nanjing, China

Fully Supported by: CSC (China Scholarship Council)

• GPA: 3.72 / 4.00

Undergraduate, B.Sc. in Aviation Management

Anadolu University

09/2010 - 06/2015

Anadolu Üniversitesi, Eskişehir, Turkey

Fully Supported by: YTB (Türkiye Scholarships)

• GPA: 3.10 / 4.00



CERTIFICATIONS

Product Management (05/2022 - 08/2022) [↗](#)

Binar Academy PM Bootcamp Wave 17

(<https://drive.google.com/file/d/1vPQlMrMTzcS942E8NtclzKSM03VGAZXU/view?usp=sharing>)

Alt MBA (10/2023 - 01/2024) [↗](#)

Wzard Alt MBA Non-Degree Program for Business

(https://drive.google.com/file/d/1wsAPMV6lXmr8OBRO_vl2Eiwm1QDm9s3T/view?usp=sharing)

Product-Led Growth Micro-Certification (PLGC)™ (02/2023) [↗](#)

PLGC Certification by Product School

(<https://drive.google.com/file/d/1wzSyyBje8dl875oGGZuKgSbTbRMzCHJG/view?usp=sharing>)

TOEFL by Englishvit (11/2024 - 11/2026) [↗](#)

Englishvit Online TOEFL Test. Credential ID EV/TO6/11/2024/005399754. Total Score:550

(<https://drive.google.com/file/d/1xFaHq9QICeppqiQRqnaAhgS8oVS36nkR/view?usp=sharing>)

EnglishvitVerificationCheck: (<https://englishvit.com/certificate/status/EV-TO6-11-2024-005399754>)

Responsive Web Design Developer Certification (09/2019) [↗](#)

Responsive Web Design Developer Certification by freeCodeCamp

(<https://www.freecodecamp.org/certification/fcc78be4256-0d98-4547-86d2-e44908d27843/responsive-web-design>)

Sololearn Programming Certificatons (2018) [↗](#)

Core Programming Certification (HTML, CSS, JS, PHP, Python, SQL) by Sololearn

(<https://www.sololearn.com/Profile/15301386/?ref=app>)



PERSONAL PROJECTS

East Mij Hido (01/2023 - Present)

• Personal Music Production Project

Prospero Indonesia (06/2021 - 12/2021)

• Branding & Marketing Solutions-Optimized Brand Pages

LomLom (01/2019 - 12/2020)

• Vacation & Alternative Stay Finder & Host Management Platform

Acehbus (06/2016 - 12/2017)

• Intercity Online Bus Ticket Booking App



YOUTH LEADERSHIP & VOLUNTEER

Indonesian Youth for SDGs (2024 - Present)

Chief Advisor, Jakarta, Indonesia

HK Nanjing (2015 - 2017)

Chairman, Nanjing, China

FORMASIE Eskişehir (2011 - 2013)

Chairman & Chief Advisor, Eskişehir, Turkey

PPI Turki Regional Ankara (2010 - 2012)

Chancellor of PPI ANKARA TURKI of Eskişehir, Turkey



AWARDS

Best Student (01/2024)

Wzard Business Academy

#1 Winner Best Team (01/2024)

Wzard Business Academy

Public Speaking Mastery (2024)

WZARD Indonesia-Apple Developer Academy

1st Winner Team (08/2022)

Binar Academy

IACGN Paper Acceptance (2017)

Nanjing University of Aeronautics and Astronautics

Certificate of Honor (09/2013)

Anadolu University

Finalist (2007)

INEPO (International Environmental Project Olympiad)



PORTFOLIOS

GitHub

github.com/eastmade

CodePen

codepen.io/eastmade

LinkedIn

linkedin.com/in/hidayatim

Lifepal Marketplace Asuransi

lifepal.co.id

Appsensi - Mobile Attendance & HRIS

play.google.com/store/apps/details?

id=com.terralogiq.appsensi

Labamu - Apps POS Kasir UMKM

play.google.com/store/search?

q=Labamu&c=apps

Winvest - Stock Trading App

waterfrontsekuritas.com/wininvest-mobile

Prospero Indonesia

prosperoindonesia.com

LomLom

lomlom.bd.aptoide.com/app



REFERENCES

Provided upon request, shortlist / interview stage.