MUHAMMAD ISMIJ HIDAYAT

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

"I'm a seasoned product management leader with 5+ years of a proven track record of delivering outstanding results in digital product development 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
eastmade.github.io/thisismijportfolio
linkedin.com/in/hidayatim

PROFESSIONAL EXPERIENCE

Senior Product Manager
Sprout Digital Labs ⧉
09/2023 - 08/2025   *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 nearly 50+ Mobile & Web Apps products from scratch, 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, Notion, 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/1vPOltrMTzcS942E8NtcLzKSM03VGAZXU/view?usp=sharing)

Alt MBA (10/2023 - 01/2024) ⧉
Wzard Alt MBA Non-Degree Program for Business
(https://drive.google.com/file/d/1wsAPMV6lxmr8OBRO_vI2Eiwm1QDm9s3T/view?usp=sharing)

Product-Led Growth Micro-Certification (PLGC)™ (02/2023) ⧉
PLGC Certification by Product School
(https://drive.google.com/file/d/1wzSyvBje8dl875oGGZuKgSbTbRMzCHJG/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/1xFaHq9QICEppqiORqnqAhgS8oVS36nkR/view?usp=sharing)

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 Certifications (HTML, CSS, JS, PHP, Python, SQL) by Sololearn
https://www.sololearn.com/Profile/15301386/?ref=app *(Whole Courses)*
https://www.sololearn.com/certificates/CT-MAI23NRT *(HTML)*
https://www.sololearn.com/certificates/CT-SEHLNHJO *(CSS)*
https://www.sololearn.com/certificates/CT-WWXKSSHR *(JavaScript)*
https://www.sololearn.com/certificates/CT-HXUGRVEK *(PHP)*
https://www.sololearn.com/certificates/CT-IHROPBJK *(SQL)*
https://www.sololearn.com/certificates/CT-44WIES6I *(Python Core)*

📐 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

🏆 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

My Product Portfolio Page
eastmade.github.io/thisismijportfolio

Linkedin
linkedin.com/in/hidayatim

GitHub
github.com/eastmade

CodePen
codepen.io/eastmade

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/winvest-mobile

Prospero Indonesia
prosperoindonesia.com

LomLom
lomlom.bd.aptoide.com/app

💬 REFERENCES

Provided upon request, shortlist / interview stage.