

# Endo Kersandona

Experienced in project and product management with a proven track record of leading teams to deliver high quality projects on time, and enhancing products to deliver high value. Known for boosting efficiency, fostering collaboration, and exceeding stakeholder expectations. Eager to leverage my skills and experience to contribute to your team's success.

## Work Experience

### Product Development Lead | Multiple Company Mar 2025 - present

- Led end to end development of a secure digital payment gateway, from product planning and API architecture to MVP launch. Successfully improved transaction efficiency and supported scalable merchant onboarding.
- Designed and delivered a custom Point of Sale system tailored for high value gold trading transactions. Focused on real-time inventory tracking, regulatory compliance, and data security.
- Developed and integrated a Retrieval Augmented Generation (RAG) AI solution into WhatsApp to automate customer interactions. Improved response accuracy and reduced support ticket volume.

### Scrum Master - Project Manager | Bank Mandiri Feb 2024 - Feb 2025

- Boosted team velocity by 50–70%, improving sprint capacity from 10% baseline.
- Reduced time to market by 30% and improved delivery quality with >95% defect reduction post-UAT.
- Facilitated Agile ceremonies, coached teams on Scrum best practices, and maintained key metrics (Scrum boards, burndown, velocity).
- Successfully led Agile transformation from Waterfall to Scrum.
- Implemented CI/CD pipelines, removed blockers, and ensured team productivity.
- Managed stakeholder priorities and resolved conflicts, resulting in 70%+ team satisfaction with Scrum support.
- Conducted Agile training, workshops, and team-building initiatives.

### Head Of Product | Privy

Aug 2022 - Sept 2023

[August - September 2022] Senior Product Owner

[September 2022 - September 2023] Head Of Product

- Led product and project teams with strategic direction, driving a 30%+ increase in revenue across mobile, web, and on-premise platforms.
- Successfully delivered multiple projects aligned with business goals, boosting active user reach by 20% in one quarter.
- Managed end-to-end product lifecycle, reducing negative user feedback by 40%. Delivered key features including e-signature, e-stamp, and supported overseas expansion.
- Fostered cross-functional collaboration to enhance product adoption and customer satisfaction. Applied data-driven strategies and continuous improvement practices to optimize team efficiency and ensure project success.

### Senior Project Manager | Tristan Arthamedia

Oct 2021 - Aug 2022

[Jul 2021 - Oct 2021] Product Manager (Freelance)

[Oct 2021 - Aug 2022] Senior Product Manager (Fulltime)

Led end to end project management and product development for innovative solutions, including Vending Machines, ERP Software, IoT Software, HRMS.

## Contact

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## Skills

### Technical Skills

- Product Lifecycle Management
- Methodology Scrum, Kanban, Scrumban, XP, Waterfall
- Data Driven Decision Making
- Business Analytics
- Budgeting, Forecasting and Resources Management
- Risk Management
- Stakeholder Management
- Growth and Monetization Strategy
- Conflict Resolution and Problem Solving
- Technical Documentation
- Software Testing Life Cycle
- Roadmapping and Prioritization
- Identify and Resolve Impediments
- Change and Release Management
- Basic Knowledge Of Programming
- Compliance and Governance
- Reporting and KPI Tracking
- User research and UI/UX Design

### Tools/Software

- Jira, Trello, ClickUp, Aha!, Asana, Confluence, Notion
- Slack, Google Workspace, Microsoft 365, Mirror
- Bitbucket, Git, Gitlab
- Whimsical, Draw.io, Monday.com
- Figma, Sketch, Balsamiq, Adobe XD
- Google Analytics, Mix Panel, Google Trend, Semrush, Similar web, Tableau
- Posman, Datadog, Kafka
- Wordpress, Wix, Canva
- Odoo ERP

## **Assistant Manager | Securemetric Technology      Oct 2020 - Oct 2021**

Managed products and provided consulting services, including project preparation, assessment, planning, and implementation, while ensuring smooth monitoring and maintenance. Focused on delivering solutions in Access and Identity Security, Mobile Security, Legally Binding Digital Signatures, Public Key Infrastructure, eID Security Devices, Enterprise Solutions, and Payment HSM.

## **PM & Software Consultant | Trinet      Dec 2018 - Oct 2020**

Proven expertise in managing the software product and project deliverables across diverse domains. Delivered high impact solutions by providing IT Service Management (ITSM), IT Asset Management (ITAM), API Management tools, Learning Management Systems (LMS), Application Performance Monitoring (APM), Document Management System (DMS), Automated testing tools, Dashboard analytics.

## **Product Specialist | Mitra Infosarana      Apr 2016 - Dec 2018**

Expertly manage end to end software consulting and project management for data driven solutions. Specializing in Data Warehousing, Data Visualization, Business Intelligence, Big Data, Management Report Information System and other software development services.

## **Educational Background**

### **Master Of Informatics**

Pelita Harapan University

Currently enrolled: pursuing graduate studies in Informatics with a focus on Medical Informatics, Artificial Intelligence, Cloud Computing, Blockchain Technology, and Data Science.

### **Bachelor Of Informatics Engineering**

UNIB

2010 - 2015

Research and Publication: Implemented the Jaro-Winkler distance algorithm for an AI-Quran verse search engine.

Published work available at: <https://onesearch.id/Record/IOS6175.15168>

## **Certification/Short Courses**

- Data Visualization for Data Analysis and Analytics (IIBA)
- Design Thinking (PMI)
- Executive Leadership (PMI)
- ISO 27001:2022-Compliant Cybersecurity: The Annex A Controls (PMI)
- Managing Jira Project (PMI)
- Managing Platform Product (PMI)
- Data-Driven Learning Design (NASBA)
- Cert Prep: Scrum Master (PMI)
- IT Security Fondation (IIBA)
- Technical Product Managers (PMI)
- Artificial Intelligence and Business Strategy (PMI)

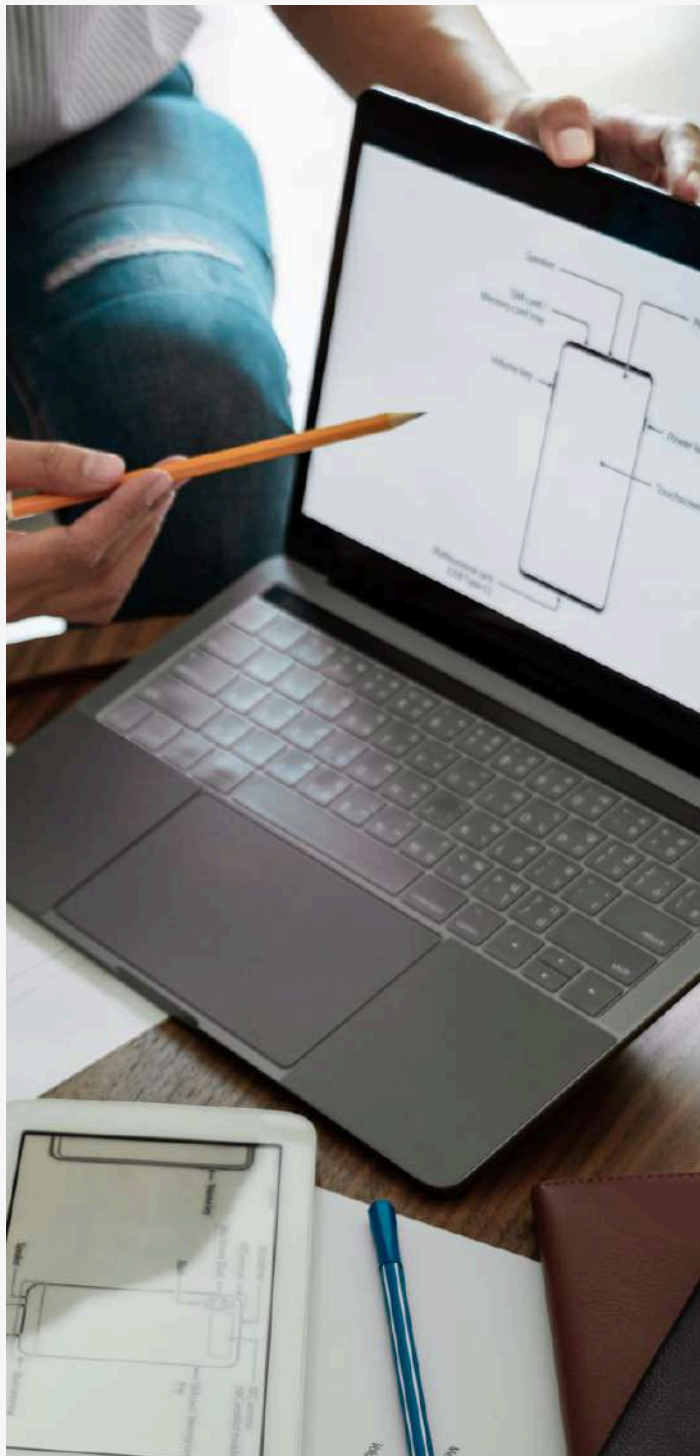
## **Additional Information**

### **Technology Sector (experience and knowledge)**

- Banking and financial services
- Fintech
- E-Commerce
- General Insurance
- Healthcare
- Edutech
- Government
- Manufacture
- Cybersecurity
- Transport and logistic
- Media and entertainment
- Oil and gas

# PORTFOLIO





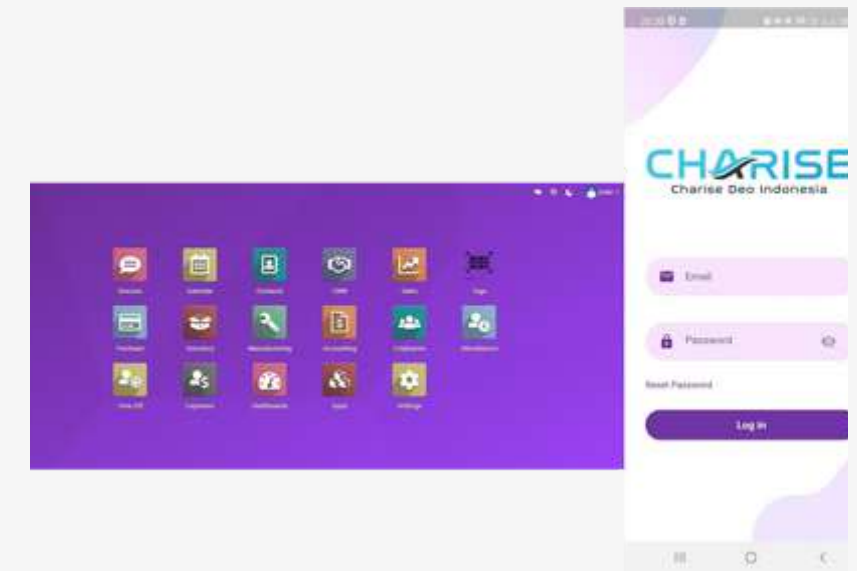
# Introduction

Hi, I'm Endo Kersandona, a Product & Project Leader with a strong track record in delivering digital solutions that drive measurable impact.

With over 9 years of experience across various industries, including fintech, banking, cybersecurity, government, and digital identity. I specialize in leading cross functional teams to build scalable products, optimize processes, and implement Agile transformation at scale.

I have helped organizations grow revenue, reduce time to market, and improve user satisfaction by applying data-driven strategies, robust product lifecycle management, and deep collaboration between business and tech.

I thrive at the intersection of business strategy, user needs, and technical feasibility. Whether building MVPs from scratch or scaling enterprise platforms, I bring clarity, structure, and momentum to every product journey. Now, I'm excited to bring this expertise to your organization, team, or venture.



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# My Education

## 🎓 Master of Informatics (In Progress)

Pelita Harapan University (UPH)

2025 – Present

Currently pursuing a Master's degree with a concentration in:

- Artificial Intelligence & Business Strategy
- Medical Informatics
- Cloud Computing
- Blockchain Technology
- Data Science

## 🎓 Bachelor of Informatics Engineering

University of Bengkulu (UNIB)

2010 – 2015

Graduated with a research focus on Natural Language Processing and Search Algorithms.

Publication: Developed an intelligent search engine for Al-Qur'an verses using the Jaro-Winkler distance algorithm.





# Personal Skills

- **Strategic Thinking**

Ability to align product goals with business strategy and long-term vision. Skilled in prioritizing initiatives that drive measurable value.

- **Problem Solving & Critical Thinking**

Excellent at identifying root causes, resolving blockers, and proposing creative, data-informed solutions under pressure.

- **Leadership & Team Empowerment**

Experienced in leading cross-functional teams, mentoring junior members, and fostering a collaborative culture with high ownership and accountability.

- **Communication & Stakeholder Management**

Strong written and verbal communication skills, capable of translating complex ideas between business and technical audiences. Trusted by C-level and operational teams alike.

- **Agile & Adaptability**

Comfortable working in fast-changing environments using Scrum, Kanban, Scrumban, and hybrid methodologies. Proven success in Agile coaching and change management.

- **Decision Making with Data**

Adept at leveraging analytics, user research, and KPIs to guide product decisions and continuously improve outcomes.





# Work Experience

- **Product Development Lead**

Multiple Companies / Projects – Mar 2025 – Present

- **Scrum Master / Project Manager**

Bank Mandiri – Feb 2024 – Feb 2025

- **Head of Product**

Privy – Sep 2022 – Sep 2023

- **Senior Product Manager**

Tristan Arthamedia – Oct 2021 – Aug 2022

- **Assistant Manager – Project & Product**

Securemetric Technology – Oct 2020 – Oct 2021

- **Product & Software Consultant**

Trinet – Dec 2018 – Oct 2020

- **Product Specialist**

Mitra Infosarana – Apr 2016 – Dec 2018

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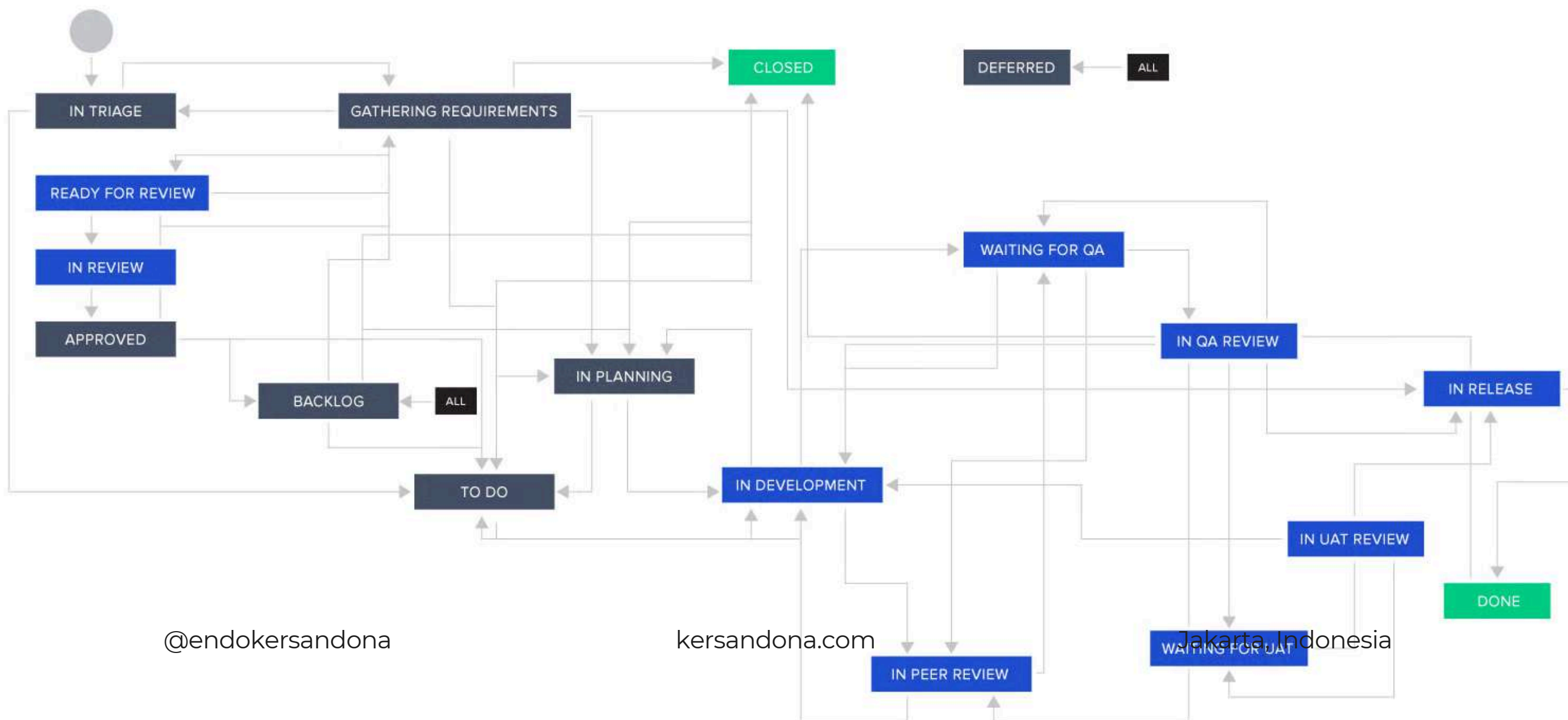
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From launching payment systems, ERP and BI software, digital signature platforms, wholesale digital banking solutions, document management systems (DMS), enterprise performance management (EPM), IT service management (ITSM), to AI-powered customer support tools, each project reflects my ability to turn complex challenges into high impact, outcome driven solutions while driving Agile transformations and growing product adoption at scale.

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# First Project

Led multiple data-centric projects for enterprise clients in sectors like government, banking, and insurance. The focus was on delivering tailored Business Intelligence (BI) and Data Warehousing solutions to enhance decision-making and reporting.

## Key Contributions

- Designed and managed end to end software consulting, from requirement gathering to deployment.
- Delivered scalable Management Reporting Systems with rich dashboards and visualizations.
- Supported Big Data adoption initiatives and optimized ETL pipelines.
- Acted as bridge between technical team and business users to ensure solution usability and alignment.

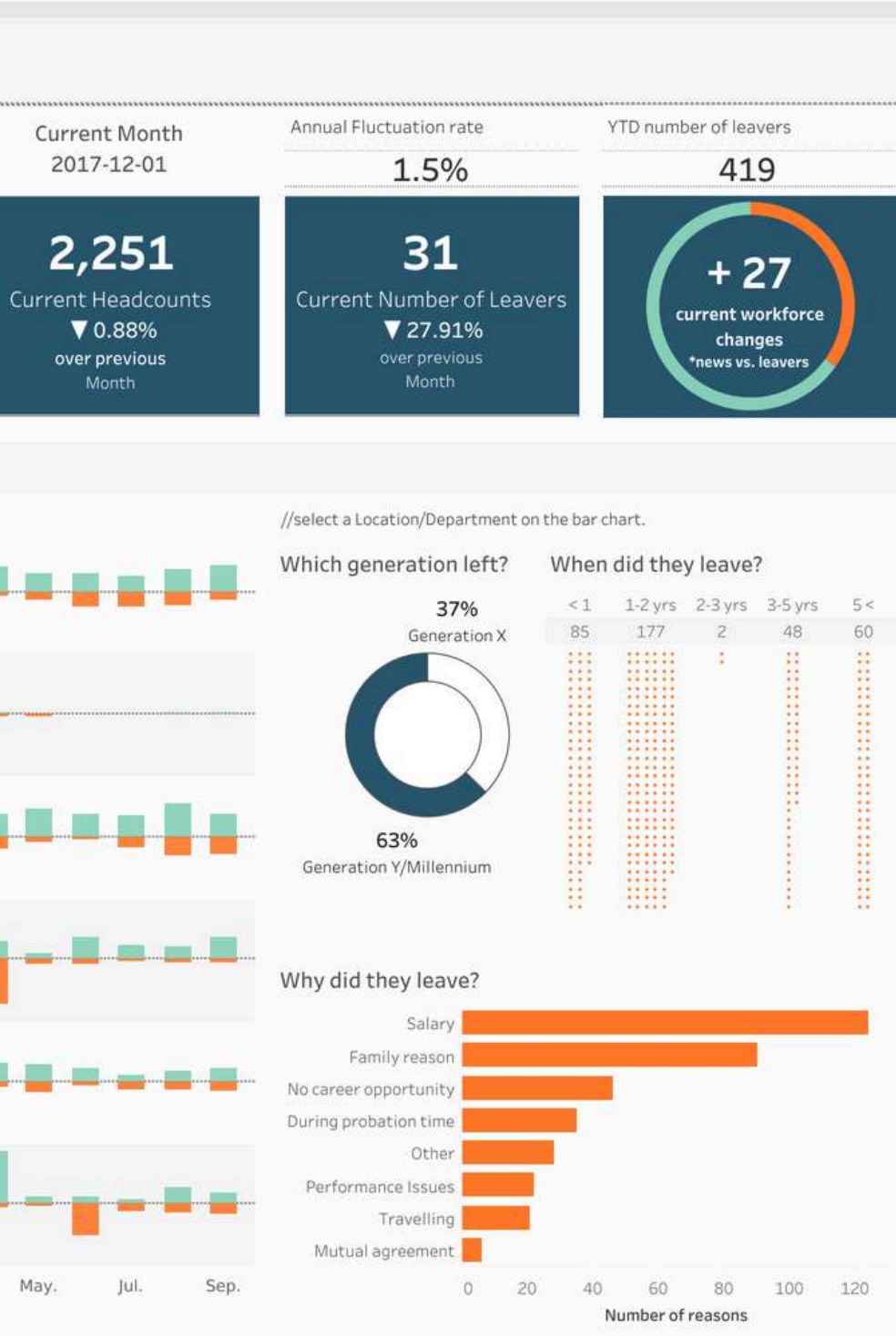
## Tools & Tech

Jira, SQL Server, Power BI, Tableau, Pentaho, Excel, DMS, ETL, Jira, Figma, etc

## Tools

### Outcomes

- Reduced manual reporting time by 60%
- Enabled real-time access to operational insights
- Improved executive-level decision-making through customized visual dashboards





# Second Project

Led the implementation of comprehensive IT management solutions for enterprise clients, focusing on performance, automation, and user centric design across diverse sectors including education, logistics, and finance.

## Key Responsibilities

- Managed end to end delivery of solutions in IT Service Management (ITSM), IT Asset Management (ITAM), and Application Performance Monitoring (APM).
- Deployed platforms for API Management, Learning Management Systems (LMS), and Automated Testing Tools.
- Led discovery sessions, defined product requirements, and coordinated with cross-functional teams.
- Provided ongoing support, documentation, and user training to ensure solution adoption.
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## Tools & Tech

Jira, Postman, Swagger, Moodle, DMS, Jenkins, API Gateway, Ivanti, Kaseya, Parasoft, etc.

## Outcomes

- Improved system performance visibility and reduced incident response time by 40%
- Increased platform adoption among users through custom dashboards and workflow automation
- Helped enterprise clients digitize and standardize internal service operations





# 2020-2021

Managed security centric digital products including PKI, mobile security, and digital signatures. Delivered secure, legally compliant solutions to enterprise and government clients in Southeast Asia.

Focus Areas: Access & Identity Security, e-Signature, Mobile Auth, Payment HSM

Impact: Delivered secure authentication systems for cross border enterprise clients

## Key Responsibilities

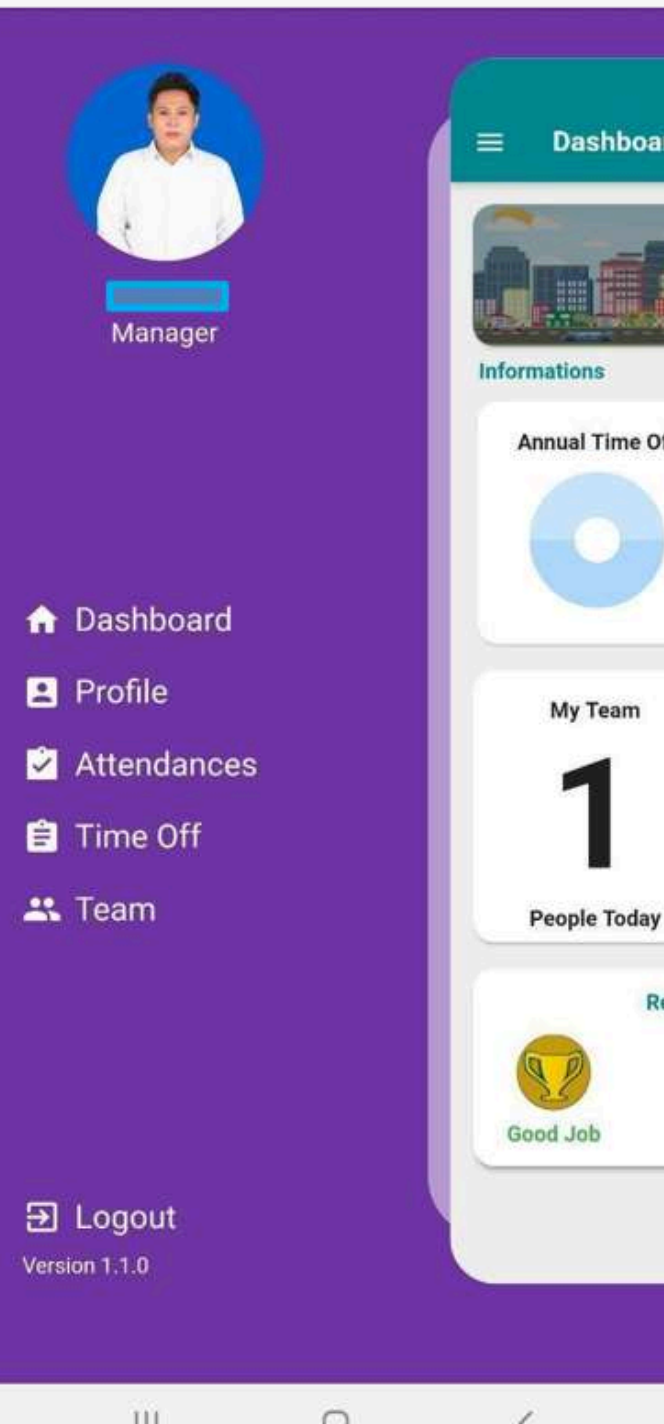
- Managed delivery of digital signature and PKI-based products.
- Provided end-to-end consulting for regulatory compliance (eID, HSM, etc).
- Ensured post-deployment monitoring and SLA compliance.

## Tools & Tech

PKI, Mobile Auth, HSM, Public Key Infrastructure tools, Compliance frameworks, Joget low code, etc

## Outcomes

- Secured multi national enterprise deployments
- Achieved 99.9% uptime for mission critical security systems
- Successfully passed compliance audits across verticals



# 2021-2022

Built platforms like IoT vending machines, ERP, and HRMS from ideation to deployment using Agile delivery and lean UX.

## Key Responsibilities

- Defined product scope and led cross functional collaboration.
- Managed backlog and MVP releases.
- Delivered industry specific vertical solutions.

## Tools & Tech

ClickUp, Figma, Odoo ERP, EMP, etc

## Outcomes

- Delivered 4 working products
- Cut client onboarding by 50%
- Boosted automation and user experience



# 2022-2023

Scaled digital Signature platform with new product features and expansion initiatives, driving user and revenue growth.

## Key Responsibilities

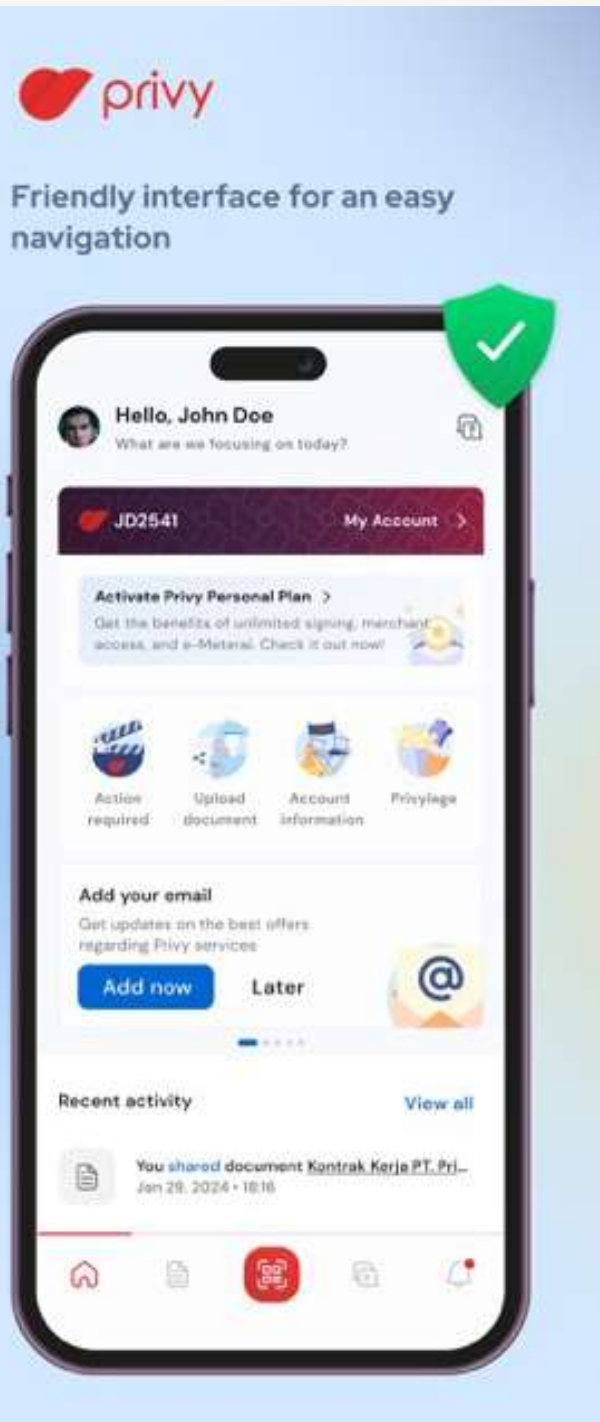
- Defined strategy for digital signature, e-signature, e-stamp, and mobile apps.
- Optimized product lifecycle with data driven planning.
- Aligned business goals with engineering execution.

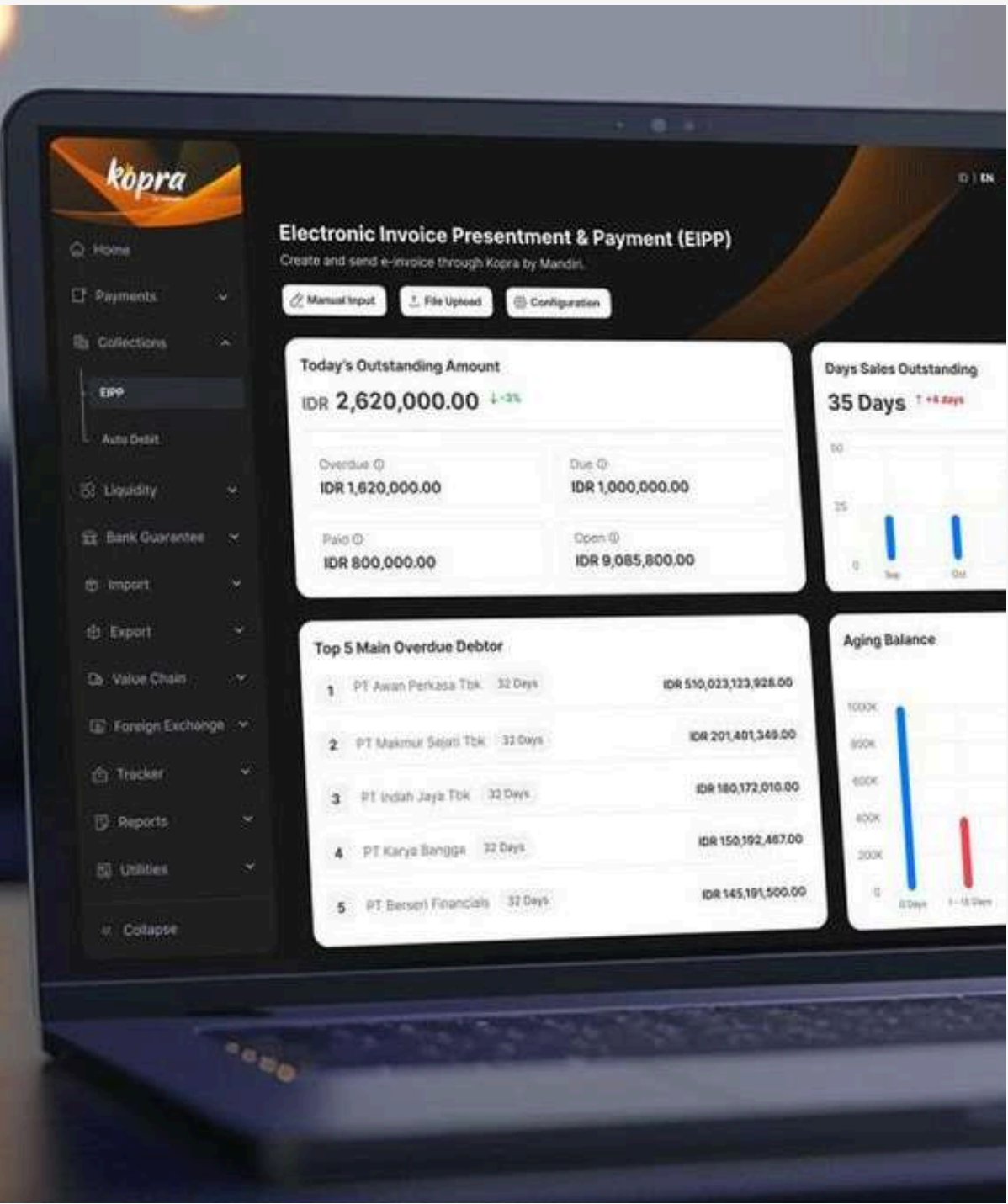
## Tools & Tech

Jira, Figma, Google Analytics, Notion, Slack, Whimsical, Datadog, Postman, etc

## Outcomes

- +30% revenue increase
- +20% active users in one quarter
- -40% negative feedback rate





# 2024-2025

Orchestrated enterprise level Agile transformation within a traditionally Waterfall banking environment. Successfully enabled hybrid delivery models, boosted sprint throughput, and minimized post UAT defects through structured Agile coaching and metrics driven delivery governance.

## Key Responsibilities

- Championed Agile coaching across squads transitioning from Waterfall, aligning with business critical compliance and governance needs.
- Facilitated Scrum ceremonies (Sprint Planning, Reviews, Retrospectives) and ensured adherence to Agile principles while retaining necessary Waterfall milestones.
- Designed and implemented hybrid delivery playbooks combining stage gate approvals with Agile execution.
- Monitored and improved team performance using velocity, sprint burndown, and CI/CD health dashboards.

## Tools & Tech

Jira Software, Figma, Confluence, Bitbucket, Jenkins CI/CD, Postman, Kafka, Microsoft 365 based governance trackers.

## Outcomes

- Increased delivery velocity by 50–70% across Agile squads
- Achieved >95% reduction in UAT defects through early testing and iterative reviews
- Delivered hybrid delivery capability across 3+ teams, enabling better stakeholder alignment
- Boosted team satisfaction to >70% via continuous feedback and coaching loops



# 2024-2025

Developed advanced AI tools and secure fintech platforms including RAG chatbot, gold PoS system, and digital payment gateway.

## Key Responsibilities

- Built architecture for RAG chatbot on WhatsApp.
- Designed compliance ready Gold PoS and fintech platforms.
- Conducted MVP validation and pilot deployment.

## Tools & Tech

LLM, WhatsApp API, Jira, Whimsical, Figma, Replit, etc

## Outcomes

- Increased delivery velocity by 50–70% across Agile squads
- Achieved >95% reduction in UAT defects through early testing and iterative reviews
- Delivered hybrid delivery capability across 3+ teams, enabling better stakeholder alignment
- Boosted team satisfaction to >70% via continuous feedback and coaching loops



Thank You!

