

Bimo Putra

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Summary

Associate Product Manager with 3 years of experience in the user-centered design field, continuously refine product instincts based on the latest trends, market needs, and research analysis. Enthusiastic for learning more about innovation, technology, and agile growth to drive profitability and create a significant impact.

Professional History

Product - Hospital Information System (HIS), PT. Jejaring Tiga Artha

Tangerang, October 2023 - January 2024

- Integrated the product development cycle into the development phase, successfully addressing conceptual errors from the previous product development in a gradual manner each month
- Initiated product strategies to elevate existing user experiences and interfaces, effectively enhancing efficiency and providing a seamless experience for end-users

Product Manager - Digital Product, PT Damai Nusa Abadi

Medan, October 2022 - August 2023

- Successfully completed and corrected the failure of the previous product development launch in July 2022 by planning the development and improvement of the new product starting from analysis, roadmap, feature priority, development and release.
- Developed strategic plans with the aim of increasing monthly active users, retention rates, growth and profits. Decommissioned previous merchant applications and then conducting analysis, roadmap, feature prioritization, development, release then migrating to the brand new app, released in early February 2023, successfully increased sales with 25% growth in Q1 2023 and 45% growth in Q2 2023.
- Introduced digital transformation such as using Trello in terms of task management to provide better performance and corporate culture.
- Collaborated with stakeholders to activated and initiated modern coffee shop along with delivery services, modern coffee shops were first launched in early February 2023, while the roadmap for delivery services is planned to launch in June 2023 in collaboration with Shipper and successfully added 30% of new revenue stream
- Sharpened digital product functionality from applications, merchant applications and merchant web dashboard, web admin, web extranet and successfully address ineffective cost issues.

UI/UX Designer, PT. Masinfo Teknologi Indonesia

Medan, September 2020 - August 2022

- Implemented design sprints for clients aimed at resolving their specific pain points, leading to elevated client satisfaction levels and the initiation of subsequent projects.
- Engaged in thorough client communication to devise succinct and effective solutions that align with the client's financial parameters. This involved orchestrating the design process, progressing from initial concepts to refined iterations.
- Continuously enhanced the software development cycle, effectively surmounting bottlenecks encountered in previous project phases.
- Assumed the role of an intermediary between engineers and stakeholders, ensuring unwavering alignment between the project's vision and overarching business objectives.
- Collaborated closely with engineering teams and stakeholders to create enterprise resource planning (ERP) products for national sales. Within a mere two months of development, the minimum viable product (MVP) of the product was launched, resulting in seamless client adoption and utilization.

UI/UX Designer, PT. Literasia EduTekno Digital

Medan, Juni 2021 - August 2021

- Introduced design sprints and design thinking to C-levels. Reduce unnecessary feature vulnerabilities and improve marketing efficiency.
- Accomplished a 20% conversion rate through the organization of a nationwide exam tryout event, engaging 1,110 participants in July 2021.
- Delved further into design strategies to enhance current user experiences. Effectively introduced significant new business models, resulting in a 15% boost in revenue growth.

UI/UX Designer - HRIS, PT. Media Antar Nusa

Medan, February 2021 - April 2021

- Commenced user research, leading to effective enhancements in the software development procedure.
- Collaborated extensively with engineers, project managers, and product managers to ensure the viability of internal testing applications before public release. Proficiently managed intricate workflow processes and enhanced user-friendliness of products.
- Played a role in shaping HRIS design principles for both mobile applications and web dashboards.
- Partnered closely with HR managers and administrators to identify pertinent challenges within the realm of human resources, including online payroll and attendance systems. Effectively resolved the clock-in and clock-out predicament amid a pandemic outbreak.

UI/UX Designer - Core Product, Smarthorit Systems

Medan, September 2019 - December 2020

- Swiftly converted the concepts generated in a design sprint session with the CEO and CTO into an intuitive and visually appealing interface design.
- Implemented material design within design and engineering teams, results in significant improvements in design and development efficiency.
- Worked closely with the CEO and CTO to explore more about the business models of core products, web dashboards and cloud services such as sensory devices, hardware compatibility and control systems in order to find efficient product market fit.
- Orchestrated user research by conducting the user interview session at 1000 Startup Digital to mitigate the pain points of the users and customers, collaborated intensely with fellow designers to investigate further about competitors in order to expand the strength of the products and break down competitive analysis for more details.

Educational History

IT, Universitas Harapan

Medan, September 2008 - April 2013

Scholarship

Big Data Analytics - AWS, Ministry of Communication and IT

Medan, September 2019

Skills

Product Management

- Product Roadmap,
- Product Marketing,
- Product Development,
- Product Requirement,
- Problem-solving,
- Collaborations,
- Empathy,
- Ownership,
- User Research

Product Design

- Figma,
- Human Interface Guideline (iOS),
- Material Design (Android),
- User-centered design,
- Design Thinking

Tech

- Ubuntu Linux,
- Python,
- Amazon Web Service (AWS)

Volunteering

Event Organizer - Member, Developer Circles from Facebook

Medan, Juli 2018 - April 2023

Event Organizer - Member, Medan Linux Community

Medan, Juli 2010 - Juli 2020