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Product Manager across e-commerce checkout, travel refunds, and edtech, focused on AI products. Delivered **~IDR 10Bn in net revenue** and **doubled refund automation** at Traveloka; build and run LLM agents hands-on, from evals and guardrails to model-cost routing. ITB Industrial Engineering graduate with prior experience at BCG.

PROFESSIONAL EXPERIENCE

Senior Product Owner – MAPCLUB

July 2026 – Present

- Own the pre-purchase journey across homepage, campaigns, cart, and checkout; define coupon and address-entry improvements through requirements and testable prototypes.
- Built the product team's AI workspace (an orchestrator with **6 specialist agents**, **5 Claude skills**, cited search over **300+ internal docs**, automated QA gates), cutting BRD preparation from **about one week to one day or less**; cut per-session context load by **47%** with tiered memory.
- Defined a campaign ticketing dashboard covering requests, delivery, and invoicing; secured **C-level approval** for the solution.
- Coordinated product testing, issue resolution, and payment validation for the [app revamp](#) through its September 2026 release.

Product Manager – Traveloka

April 2024 – March 2026

- Led ticket-product development and redesigned refund fees and discounted pricing, generating **~IDR 10Bn net revenue** in 3 months.
- Increased **refund accuracy from 87.97% to 94.24%** via provider API integration and redesigned tax and commission logic.
- Increased automated refund closure from **16.76% to 34.38%** through RPA, reducing manual handling.
- Raised refund policy completeness to **95.76%** via provider APIs; built an anomaly dashboard to flag policy errors for provider fixes.
- Improved an **LLM-assisted workflow** to parse and translate airline CAT 16 fare rules for refund policy interpretation.

Project Specialist – Boston Consulting Group

February 2023 – March 2024

- Led **10+ techno-commercial tender proposals** for an EPC client in energy, metals, and mining; **30%** reached the final bid stage.
- Analysed a **\$400Mn+ project pipeline** to prioritise O&M partnerships and shape next year's business development roadmap.

AI PRODUCT PROJECTS

Product Lead – [SIMAKARA](#), exam-prep edtech

September 2026 – Present

- Lead product for an edtech startup (live classes, LMS, AI tutor); set the 2026/27 OKRs and roadmap, including **AI cost per active student** as a key result.
- Audited **16 code repositories**, the database, and AI and workflow automations into a **29-issue inventory** with fix plans, prioritising silent payment and onboarding failures against a **99% paid-to-access in 15 minutes** target.
- Shipped the new [simakara.id](#) site and checkout funnel to production in October 2026 by directing AI coding agents behind PR review, CI, and **160+ release tests**.

Personal AI Assistant on WhatsApp – [naquuuu](#)

September 2026 – Present

- Built and operate a bilingual LLM assistant on WhatsApp, self-hosted on a Linux server with private Tailscale access, that answers from my docs and delegates tasks to a **7-agent coding team**.
- Shipped trust features as product requirements: a **bilingual eval set** as a release gate, fail-closed owner permissions, opt-in group memory with a kill switch, and bot-loop breakers.
- Pinned each agent role to models **under \$1 per 1M tokens** with provider fallback; run it like a product with **48 decision records** and **37 lessons learned** from incidents.
- Write about building with AI at [naquuuu.github.io](#), e.g. "Murphy's Law for People Who Build with AI".

EDUCATION, LEADERSHIP & AWARDS

Institut Teknologi Bandung | Industrial Engineering | GPA: 3.27 | Full Merit Scholarship, Tanoto Foundation

- Head of Professional Development, MTI ITB** (2022 – 2023): led a **20-person division** (~IDR 40M budget) to rank **1st of 15** in engagement; ran company visits for 200+ members.
- President, SHARE ITB** (2021 – 2022): led **6 teams (50+ members)**; raised member satisfaction from **63.8% to 95.8%** and new registrations by **28% YoY**.
- 3M Inspire Challenge 2021**: National Champion & ASEAN 2nd Runner-Up (bio-mask). **Schneider Go Green 2022**: Country Favorite Winner (rural energy storage).
- Internships**: Waresix (Data Product Manager) · Shipper (Product Manager) · OVO (Business Intelligence) · Bank Indonesia (Department of Payment System Policy / DKSP)

SKILLS

- Product**: Discovery · BRD/PRD · OKRs & Metrics · Pricing & Revenue Modeling · Prototyping · Stakeholder Management
- AI**: LLM Evals · Prompt & Context Engineering · RAG · Multi-Agent Orchestration · Guardrails · Model Cost Routing
- Technical**: SQL · Python · API Integration · n8n · Supabase · Git & CI · Linux · Tailscale · Claude Code · Codex · OpenCode