
Summary: Experienced agile product management and user experience specialist for startups as well as large organizations. Bridging cross-functional teams to work towards a product vision. Proponent of data-driven product development. Broad range of product management experience in the area of e-commerce, customer care, fintech, search engine, social business communities (SaaS) and online publication.

Certifications: Scrum Alliance, [Certified Scrum Product Owner \(CSPO\) and Scrum Master \(CSM\)](#)
Coursera, [Data Science Specialization](#) and [Executive Data Science Specialization](#)
Product Focus, [Certified Product Management](#)

Core Skills: Kanban, Scrum, Product Development, Product Management, Product Owner, User Experience, User Research, User-Centered Design, Data Science, Mobile Applications, Front-End, Responsive Design, Ecommerce, Customer Care, Communities

Technical Skills: Jira, Confluence, GIT, R, RStudio, SPSS, Balsamiq, Google Analytics, Adobe SiteCatalyst, Unica, Adobe (Test & Target, Photoshop), Ruby, MySQL, JavaScript, CSS, HTML

Languages: Dutch (intermediate), German (intermediate), Indonesian (fluent), English (fluent)

PROFESSIONAL EXPERIENCE

Product Owner

Apr 2017 to Present

Centralway Numbrs, Zurich, CH (www.centralway.com)

Centralway is a fintech startup company based in Switzerland. It's mobile application Centralway Numbrs has been released to Germany and UK.

- Responsible for maintaining and prioritizing the backlog of the Numbrs Store product.
- Work closely with a scrum team consisting of developers, UX and QA, to deliver features to production.
- Slice epics with the development team and identify Minimum Viable Product (MVP) requirements.
- Responsible for on-time delivery of projects in the product roadmap.

Key Accomplishments

- Launched the credit card category on the Numbrs Store which allows users to apply for credit card in a fast and easy way with their mobile phones.

Product Manager/Product Owner

Feb 2015 to Feb 2017

inSided, Amsterdam, NL (www.insided.com)

InSided is a company that provides social business SaaS solutions, such as online forum, blog, research and review platform. Its currently serves about 2 million users within 60 clients, including Ziggo, KPN, NS, Tomtom, Soundcloud and Sonos.

- Defined the product quarterly roadmap. Consolidate requests from multiple stakeholders.
- Worked with UX to identify users' need through customer interviews.
- Worked closely with a scrum team consisting of developers, UX and QA, to deliver features to production.
- Prioritized the product backlog and completed the user stories every sprint.
- Sliced epics with the development team and identified Minimum Viable Product (MVP) requirements.
- Managed beta customers and arranged technical and commercial launch.
- Supported sales channels through demos, webinars and presentations.

Key Accomplishments

- Helped setup an agile development team. Coached a young company about agile process and practices.
- Headed the construction of a new frontend template that reduced the implementation time from 3 months to 6 weeks for every new client.
- Lead the development of a report export module that slashed 3-5 hours work per person each week.
- Delivered and maintained the product functional documentation with Confluence, introduced user testing and data science analysis as a standard tool to guide product design and development.
- Headed the construction of post analysis feature, a tool to conduct business intelligence and advanced analysis on users' feedback in the community platform.
- Managed MVP requirements, development and delivery of Salesforce CRM Integration with the community platform and the ideation module. Two strategic products that contribute to company new customer acquisition and upsell target.

PROFESSIONAL EXPERIENCE CONTINUED

Technical Product Manager

Mar 2012 to Dec 2014

Liberty Global Europe B.V., Amsterdam Area, NL (www.libertyglobal.com)

Liberty Global is a major telecommunication and media company that offers services throughout Europe. Liberty Global online team is responsible to deliver online products for major brands, such as Ziggo (NL), UPC (IE), Unitymedia (DE), and VirginMedia (UK).

- Worked with scrum teams of 10-15 developers on three online products: online checkout product (2012-2014), personalized sales e-commerce (2013-2014), and MyUPC customer care app (2014).
- Gathered requirement and business analysis, and managed stakeholder expectations.
- Created stories for every sprint and maintained the product story backlog.
- Advised the marketing team on commercial launches to guarantee a successful adoption of new products.

Key Accomplishments

- Launched two new online products for various affiliate brands every year.
- Managed Change Requests delivery pipeline within the SLA time commitment.

Senior User Experience Specialist

Oct 2009 to Feb 2012

Reed Elsevier B.V., Amsterdam, NL (www.elsevier.com)

Elsevier is a worldwide leading scientific information provider and publisher.

- Performed regular user studies to collect users' feedback on different online products (smart widgets, search applications, iPad and iPhone book apps).
- Interpreted user requirements into concise product ideas and mockups.
- Delivered wireframes, interaction designs, personas, and user scenarios; also executed UI designing, concept testing, and usability testing.
- Provided front end codes for several products with HTML, CSS, and Javascript.
- Used Google Analytics and Unica to monitor the usage analytics report and suggested product improvements.
- Designed product promotional material (infosite, newsletter, twitter feeds, product branding, and demo presentation) for the marketing team.

Key Accomplishments

- Deliver user insights, high fidelity design and frontend code for Elsevier Biofuel project.
- Deliver user insights, high fidelity design for iPad scientific book app project.

User Experience Intern

Feb to May 2008

Google, London, UK (www.google.com)

- Conducted literature research, competitive study, longitudinal digital diary study, search log analysis, and usability studies for the [Google local mobile search](#).

PhD Researcher

Oct 2005 to Oct 2009

Centrum Wiskunde Informatica, Amsterdam, NL (www.cwi.nl)

Centrum Wiskunde & Informatica is the national research institute for mathematics and computer science in the Netherlands.

- Conducted literature research, competitive study, longitudinal digital diary study, search log analysis, and usability studies on the topic of user information seeking tasks in different domains. See www.aliaamin.com for complete publication list.

Customer Insight Researcher

Jan to Sept 2005

Vodafone, Maastricht, NL (www.vodafone.nl)

- Executed literature research, user studies, interviews, data analysis and reports, and developed and tested mobile identification concepts; demonstrated results to the marketing, as well as the management team.

Research Trainee

2003 to 2005

User System Interaction-TUE, Eindhoven, NL (www.tue.nl)

- Delivered various short term projects, user studies, and evaluation in the domain of mobile and web/desktop applications.

EDUCATION

PhD. in Human Computer Interaction

University of Amsterdam, The Netherlands

MSc. in Communication and Media Engineering

Fachhochschule Offenburg, Germany

BSc. in Physics Engineering

Bandung Institute of Technology, Indonesia