Rifqi Fadhlurrakhman

Product Manager & Product Designer

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Profile

A hybrid Product Manager and Product Designer. Supported by 5+ years of demonstrated experience in designing and developing educational technology and products. I also have experience in assisting early-stage startups and non-profit organizations to develop digital product, tech infrastructure and implement a product-led strategy.

Work Experience

Product Manager
GREDU Asia - Dec 2021 - Sep 2022

- Lead cross-functional team to develop 2 Minimum Viable Product (MVP) and tech infrastructure under B2C business line within 6 months.
- Develop product strategy and product roadmap to implement Non-formal education program in GREDU product ecosystem.
- Develop go-to-market strategy and product roadmap to implement student marketplace inside GREDU Student App.

Product Consultant
Tempo Media Group, Kelas Bersama Project - Sep - Dec 2021

- Lead the entire product development process for early-version of kelasbersama.id platform from discovery to delivery within 3 months.
- Develop continuous user research strategy and insight generating tools for non-researcher.
- Mentoring Tempo internal team to implement product management pipeline, continuous improvement and continuous delivery (CI/CD), and implement lean product & user research.

Product Manager
lingkaran - Jul 2019 - Aug 2021

- Lead Product and Engineering team to develop internal tools, including CMS, CRM, LMS, Learning Content Authoring Tools that save $8,500 annual tech utilization costs by the end of Q4 2021.
- Lead a cross-functional team (CRM, Program, Marketing) to redesigning user journey for learners to increase class participation from average 10 users per-class to average 50 users per-class by the end of Q4 2021.
- Develop product strategy and business model for lingkaran's flagship program that lead to a increased 30% of monthly revenue.
- Assisting Corporate clients to develop custom training program, content development, and provide due-diligent for LMS vendors

Key Skills

↳ MVP Development
↳ Service Design
↳ Prototyping
↳ Product Roadmapping
↳ Program Management
↳ Competitive Analysis
↳ Training Need Analysis
↳ UX Workshop Facilitation
↳ SCRUM

Courses

Blended & Online Learning Design
UCL, futurelearn, 2021

Improvement Science in Education
University of Michigan, edX, 2021

Design Sprint
Wunderman Thomson, 2020

Human-Computer Interaction
Georgia Tech, Udacity, 2019

Foundational UX Research
Binar Academy, 2019

Experience Design Master Class
Mirum XD, 2018

Insight for Design Research
Labtek Indie, 2018

Formal Education

Universitas Pasundan
BA, International Relations
2012 – 2016