Ahmad Fardil Khalidi

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SUMMARY

A product management enthusiast with 9+ years of experience in various industries, especially in SaaS, eCommerce, media and logistics. Fardil is a process-oriented and user-centered thinker who is passionate about delivering products that meet acceptance criteria and achieve product market fit (PMF). He is also typical of a continuous learner who recently finished 13 weeks of a product management certification course. He is currently aiming to utilize his enormous past tech experience as a Technical Writer, UX Writer, Product Owner and Agile Leader to pursue a career in the Product Management world.

EDUCATION

2022 — **Full Stack Product Management**

Learned and implemented Product Management skills including Market and User Research, Problem Discovery and Validation, Problem and Solution Prioritization, Solution Conceptualization, and Product Development Process, making Product Requirement Document (PRD), Product Backlogs, User flows, User Stories, Wireframing, Usability Testing (UT), Creating Minimum Viable Product (MVP), A/B Testing, and Go-to-Market Strategy (GTM) within 3 months class participation

Product Management portfolio: linktr.ee/fardilkhalidi & Github portfolio

Achievements

- Featured three times during course to present assignments at weekly sprint review, including: Market & Product Research, Stakeholder Management, and A/B Testing
- 2nd the best of the group final group project with topic on Solution Conceptualization, Validation & Improvement. The case study is "Improving Loket.com Engagement Rate"

2008 - 2012 — **English Literature | Universitas Negeri Jakarta (UNJ)**

- Thesis: The Accuracy of the Sections & Sub-Sections in the Skripsi on Linguistics of the English Literature Study Program Students of State University of Jakarta. It founds that most the accuracy of section and sub-section in *skripsi* on linguistics conducted by English Literature's student of state university of Jakarta have meet to the standard.
- Internship in Ministry of Foreign Affairs Indonesia (2011). Do the documentation of incoming and upcoming mail and journal from ASPASAF (Asia Pasific) region.

WORKING EXPERIENCES

2022 - Now — **Product Manager | Mocaas.tv**

Validate the Unique Value Preposition & Minimum Viable Product of video Software as a Service (SaaS) product to the market. Describe the user persona and customer journey map for the early stage product. And execute Go To Market (GTM Initiatives) to gain first user (early adopter)

2022 — **Class Manager Product Management Vertical | RevoU**

In charge of making sure that the learning experience at Career Support PM's vertical is positive and productive in order to support and create more impact in the student job seeking program. Achievement (got the highest CM rating of 4.88)

2022 - 2022 — **Associate Product Manager | Globelise**

- Handling the modular part of EOR (Employee on Record) product, to be specified is on "benefits marketplace"
- Responsible to identify the customer need and the larger business objectives that a product or feature will fulfill.
- Orchestrate the product vision and product roadmap by rallying a team to deliver the product ideation into reality, such as allowing people to work from anywhere (WFA) all over the world, easily connect with their dream job with an exciting income, and have a balance of life by having access to financial products.
- Responsible to make the documentation related to the product development, including Product requirements documentation (PRD), User requirement, Acceptance criteria, Flow Chart, Review to UI/UX design prototyping.
- Responsible to lead 2-weekly sprints, retrospective, UAT, and release notes

Achievements

- the EOR App product already used by total 50 B2B clients, on the scope of South East Asia region

2018 - 2019

Scrum Master | DesktopIP Teknologi Indonesia

- Manage the scrum team by regularly arranging daily and weekly sprint meeting. Regularly arrange Retrospective/Gorilla Meeting (once of 2 week / once there is any urgency)
- Create documentation to support the software development lifecycle CI/CD, including PRD, FSD, User Guide, Use Cases, Test Case Scenario, and release notes
- Prioritizing tasks, define the pipeline using Instagant, measuring the burndown activities into charts
- Defining the Definition of Done and Reporting the progress to stakeholder

Achievements

- Involved in three success projects: online storage App, virtualization app, and virtual desktop app

2017 - 2018

Founder | Kelanesia

Building this startup from zero to semi-matured. Run this day to day activities, including operational, business, fundraising, and development. Create pitch deck, fundraising plan, financial due diligence and meet the potential investors. Do the GTM strategies of product and services (web apps, and mobile apps)

2017 - 2017

Product Owner | Pickpack.id

Responsible to coordinate with related stakeholder to know what are their expectation to be delivered in product. Then he is doing the product prioritization and analyze task priority to be delivered to developers (scrum team). Prioritized the backlogs with agile methodology practice

2017 - 2017

Scrum Master | Pickpack.id

Manage product development with scrum artifacts and make sure it runs based on user requirement. Deal with technical teams, including back end developer, front end developer, UI/UX designer, sys engineer, and database engineer to make some perfection in its technological aspects that includes; mobile apps, web apps (for user and admin), and API (microservices)

SKILLS & CERTIFICATES

Product Management Tools

Jira and Asana (Product Management), Confluence (PRD / Product Requirement Document), Coda.io & Notion (product documentation and versioning), Figma (Wireframe, Mockup, Prototype), Maze (Usability Testing), Miro and Whimsical (Brainstorming, User Flow), draw.io and FigJam (flow chart), UXPressia (User Persona, CJM / Customer Journey Mapping), Google Analytics & Clevertap (traffic monitoring & funnelling)

Certificates: Full Stack Product Management by RevoU, Advanced UI/UX by Skilvul, Agile Scrum Master by SkillUp

Languages

English, Indonesia