

RIFQI FEBRIANSYAH

PRODUCT MANAGER

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Jakarta, Indonesia

Management graduate from UPN Veteran Jakarta with professional experience in ISO quality management, auditing, and stakeholder coordination. Transitioning into Product Management through intensive bootcamp experience involving PRD writing, user stories, product discussions, and metrics-based decision making. Strong interest in building user-centered products with a generalist PM approach, supported by hands-on use of tools such as Notion and Figma.

Work Experience

PT. Gemma Hulwah Mubarak - Jakarta, Indonesia Jun, 2025 - Present

Quality Assurance

- Standardized operational workflows, SOPs, and customer experience processes to improve service quality and operational efficiency.
- Developed governance systems, documentation frameworks, and continuous improvement processes aligned with Kemenag regulations and accreditation standards.
- Collaborated with cross-functional teams to support operational readiness, audit processes, and business process optimization.

TMIN Consulting - Jakarta, Indonesia Feb, 2024 - Jun, 2025

Associate ISO Consultant

- Helped a university (15 work units, 6 faculties, 47 study programs) pass **ISO 9001 & 21001 certification** through a PDCA-based implementation, together with the lead consultant.
- Analyzed audit and operational data to identify process gaps and support continuous improvement initiatives across multiple organizational units.
- Drafted and documented **500+ SOPs** with a master document list, and ran internal audits that reduced non-conformances by **30%** between the first and following audit.
- Coordinated with stakeholders and external auditors to support system implementation, training sessions, and process optimization.

Project Experiences

MuslimSafr.id - Harisenin Project May, 2025 - Nov 2025

Product Manager

- Conducted user research with **21 respondents** and translated insights into product solutions through PRD, user stories, and feature prioritization.
- Developed product strategy and MVP planning for a syariah-friendly Umrah platform focused on transparency and user experience.

Hafalan Ikhwan - Rumah Quran Tj. Priok Sep, 2026 - Present

Product Owner & Builder

- Mapped 3 user roles and built a lightweight Qur'an memorization tracker now used by **44 participants and 2 teachers** twice a week.
- Pivoted the platform after testing with real users revealed access issues; shipped on Firebase and GitHub Pages.

Organization Experiences

Muslim Calisthenics Jakarta - Jakarta, Indonesia Jul, 2025 - Present

Community Operations & Event Project Coordinator

- Managed community administrative systems, operational coordination, and member engagement initiatives to support organizational activities and improve internal collaboration.
- Coordinated project execution and event operations, including participation in Halal Kulture Market Indonesia, by managing timelines, team preparation, and cross-functional collaboration from pre-event planning to post-event evaluation.

Education Level

Universitas Pembangunan Nasional Veteran Jakarta (UPNVJ) - Jakarta, Indonesia Aug, 2019 - Dec, 2022

Bachelor Degree of Management, 3.76/4.00 (Cumlaude)

- Thesis: Analysis of the Influence of Brand Awareness, Brand Image, and Price on Purchasing Decisions for Samase Products.
- Relevant Course Works: Management Information Systems, Market Research, Consumer Behavior, Business Research Methods, Operations Management, Strategic Management, Customer Relationship Management (CRM), Economic & Business Statistics, Supply Chain Management, Business Communication, Quality Management.

Courses, Training and Certifications

Harisenin.com - Jakarta, Indonesia May, 2025 - Nov, 2025

UI/UX & Product Management Bootcamp, 4.00/4.00

- Final Project: Developed product research and PRD documentation for **MuslimSafr.id**, including user research, feature prioritization, MVP scope, roadmap development, and product strategy recommendations.
- Relevant Course works: Product Research, Product Strategy, User Research, UX Fundamentals, PRD Development, Product Analytics, Competitive Benchmarking, and Roadmap Planning.
- Certificate: [Please see Certificate Page \(click\)](#)

Skills

Technical skills:

Product Research, PRD Development, User Story Mapping, Product Strategy, Competitive Benchmarking, Business Process Improvement, Workflow Optimization, UX Research & Design, Data Analysis with Excel, Figma, Notion, Microsoft Office, Google Workspace

Soft skills: Teamwork, Presentation Skills, Communication Skills, Time Management, Analytical Thinking, Leadership, Structured Communication, Negotiation, Problem Solving, Stakeholder Management, Attention to Detail, Cross-Functional Collaboration.

Languages: Indonesian (Native), English (Beginner)