

# Wira Putra

(Arde)

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## SUMMARY

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A Product Manager with strong interest in projects requiring both conceptual and analytical thinking. Proven ability to lead product teams and manage cross-functional development projects. Transitioning focus toward **Web3 Development**.

## WORK EXPERIENCE

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### Product Manager, Kredivo Group 2024 - 2025

Managing existing users, driving engagement and facilitating account upgrades.

- Created **automation function** to evaluate dormant users and increase their limit to reactivate them.
- Increased **transaction rate and GMV** by integrating internal scoring system to upgrade user limits while maintaining default rates within company risk appetite.
- Reduced automation cost by integrating **alternative data provider** while maintaining current behavior as fallback.

### Product Manager, SIRCLO Store 2022 - 2024

Led multiple product teams focusing on promotions, performance marketing, buyer experience, and platform management.

- Led development and launch of products that boosted **web merchant traffic by 80%**, significantly enhancing platform visibility.
- Introduced **transaction fees** as new revenue stream, contributing to platform financial sustainability.
- Achieved integration with **third-party marketplaces, payment gateways, and shipping providers**, streamlining operations.
- Implemented **Agile and Scrum methodologies** to enhance team productivity and product quality.

### Product Manager, MicroAd Indonesia 2021 - 2022

Managed digital product design and research, prioritizing user experience and business requirements. Successfully launched MAIDesk.

### IT Product Analyst, Astra Credit Companies 2020 - 2021

Designed solutions based on business requirements. Managed ACCPartner, Lemon, API Portal, and ACCPerfect.

### Management Trainee, Astra Credit Companies 2019 - 2020

Gained comprehensive experience about company's end-to-end business processes. Worked on Modularity/Microservices projects.

### Developer Intern, Astra Credit Companies 2018 - 2019

Developed web and mobile applications including ACC Whistle and ACC Hunter.

## WEB3 DEVELOPMENT EXPERIENCE

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### Base Indonesia Workshop (Base Batches 002 Hackathon) Sep - Oct 2025

- Intensive 1.5-month learning about **Web3 ecosystem**, specifically on Base chain.
- Worked on final project submitted to **Base Batches 002 hackathon**.

### Sui Developer Workshop Oct 2025

- Learned **Move programming language** to develop programs in Sui Ecosystem.
- Created Coin, NFT, and simple dApp in Sui Ecosystem.

# KEY PROJECTS

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- Enable Transaction Fee (SIRCLO)

Product Manager

Implemented equitable transaction fee structure, resulting in **new revenue source** to balance third-party costs and align with company sustainability goals.
- Logistics Integration (SIRCLO)

Product Manager

Led migration from in-house logistics to aggregator shipping provider, significantly **increasing operational efficiency**. Expanded shipping options and introduced same-day shipping service.
- Facebook Ads Integration (SIRCLO)

Product Manager

Developed ads integration platform enabling merchants to advertise through SIRCLO. Resulted in **80% increase in traffic** to user websites.
- ACCPartner (Astra Credit Companies)

Product Analyst

Developed B2B mobile application to support partner customer interactions and financing submissions.
- API Portal (Astra Credit Companies)

Product Analyst, Developer

Built web application for documenting and showcasing company APIs.

# EDUCATION

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2014 - 2019    Bachelor of Informatics Engineering, **Universitas Atma Jaya Yogyakarta**    (GPA: 3.0)

# SKILLS

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| Project Management | Agile, Scrum, Monday.com, ClickUp, Trello, Microsoft Office             |
| Data Analysis      | ETL, SQL & NoSQL databases, Excel, Python                               |
| Programming        | JavaScript, PHP, Java, WebMethod, OutSystems, Dart/Flutter, <b>Move</b> |
| DevOps             | Docker, Amazon Web Services (AWS), Git, GitHub/GitLab CI/CD             |
| Design             | Figma, Adobe Photoshop, Adobe Illustrator                               |