YOHANNES NABABAN

Product Manager | Fintech & SaaS Specialist

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PROFESSIONAL SUMMARY

Results-driven Product Manager with 4+ years of experience in fintech and SaaS. Proven track record of boosting conversions, reducing operational costs, and leading end-to-end product launches across multi-partner ecosystems. Skilled in data-driven strategy, UI/UX improvements, and cross-functional collaboration in fast-paced, resource-constrained environments.

WORK EXPERIENCE

FIFGROUP · South Jakarta, DKI Jakarta *Oct 2025 – Present*

Product Owner

- **Reduced application errors by 30% within 2 months through rigorous UI/UX auditing, system monitoring, and rapid bug resolution across multiple sprints.**
- Improved app performance by up to 2x by identifying and resolving critical bottlenecks in system architecture and user flows.
- Cut OTP usage costs by introducing alternative OTP verification methods and redesigning the login/registration mechanism for the FIFGO app.
- Streamlined and boosted development effectiveness in a resource-constrained environment — improving sprint item delivery rate and establishing a stable, scalable development rhythm.
- Built a comprehensive analytics framework from the ground up to track user behavior and identify critical drop-off points.

Moxa by Astra Financial · South Jakarta, DKI Jakarta *Nov 2022 – Oct 2025*

Product Analyst

- **Enabled seamless Honda motorcycle purchase journey with 5+ main dealers, boosting lead-to-deal conversion by 40% and tripling deals through a top Indonesian financing partner.**
- Led development and launch of key digital products: Moxa apps, websites, partner webviews, and advanced customer support features.
- Launched Moxa web app and led cross-functional integration of 10 business units for Indonesia's largest automotive event, enabling digital product applications, promos, flash sales, and gamification features.
- Reduced customer onboarding time by 30% and improved CSAT by 15% through in-app issue resolution and support enhancements.

Stockbit · South Jakarta, DKI Jakarta *Nov 2021 – Nov 2022*

Application Reviewer

- Executed comprehensive testing for web-based investment features including Auto Order, E-IPO, Deposit, and Withdrawal — ensuring seamless, accurate user experiences.
- Produced detailed test documentation with 80% conversion to production use, strengthening platform reliability and QA processes.

- Collaborated with cross-functional teams to deliver monthly feature releases, improving release velocity and reducing issue backlogs.

Melia Sehat Sejahtera · Bekasi City, West Java *Feb 2021 – Nov 2021*

Product Manager

- Built and deployed a centralized Big Data system, improving operational efficiency and management reporting.
- Led website revamp in 4 months — designing UI, database structure, and system flow — resulting in a modernized user experience.
- Delivered key features including hierarchical member management, product purchasing, and warehouse operations.

Spada Indonesia · South Jakarta, DKI Jakarta *Dec 2020 – Feb 2021*

Quality Assurance

- Completed test documentation for 3 platforms with 100% coverage in under 3 months.
- Conducted functional testing for B2B and B2C logistics platforms, covering multi-point delivery and pricing optimization.
- Facilitated product presentations across teams to enhance feature understanding and implementation quality.

EDUCATION

Institut Teknologi Del · Toba, North Sumatra *Sep 2016 – Sep 2020*

Bachelor's Degree in Informatics GPA: 3.18 / 4.00

CORE COMPETENCIES

Product Strategy & Roadmapping • Agile / Scrum • UI/UX Auditing • Data Analytics & Metrics • Cross-functional Leadership • QA & Testing • Stakeholder Management • API & System Integration • Conversion Optimization • Cost Reduction Initiatives