



# Kelvin Gani

## GM of Product

Jakarta, Indonesia

[www.eannovate.com](http://www.eannovate.com)

## OBJECTIVE

I am an experienced product manager with hands-on entrepreneurial background & excellent technical knowledge. During the course of my career, I have managed to successfully develop various products from concept to launch (social Q&A apps, shopping/ e-commerce, travel booking, analytics, career platform, loyalty platform, etc) as well as improving the existing products to grow exponentially.

## EDUCATION

5/2015 - 5/2015

**Haas School of Business, University of California Berkeley, Berkeley, CA USA**

*Executive Education in Product Management Program*

1/2009 - 6/2011

**California State University Fullerton, Fullerton USA**

*B.A. in Information Systems*

*GPA: 3.84*

1/2006 - 12/2008

**Chaffey College, Rancho Cucamonga USA**

*Transfer in General Education*

*GPA: 3.91*

## EXPERIENCE

11/2017 - Present

**Moka POS, Jakarta Indonesia**

*GM of Product*

- Plan Moka Product Strategy
- Setting Annual Roadmap

6/2016 - Present

**PT. Eannovate Creative Technology, Jakarta Indonesia**

*Chairman*

- Plan & market for variety of products
- Prioritize & strategize company direction

1/2012 - Present

**CIVIMI, Jakarta Indonesia**

*Founder*

- Design and develop the entire platform of civimi.com
- Build the entire user interface, CMS, and other features of civimi.com
- Manage other issues related to civimi.com
- Maintain the current progress and long-term outlook of civimi.com
- Design and develop custom web projects for many companies/ manufacturers

8/2015 - 10/2017

**Blibli.com, Jakarta Indonesia**

*Group Product Manager*

- Drive group product roadmaps & strategies (Website, Mobile, Content, Search, Digital, Travel, etc) to align with company objectives
- Prioritize projects & new features across products
- Lead & educate product managers to ensure that the teams are successful
- Build & improve the product management process continuously
- Review product requirements and UX deliverables
- Guide product development from concept to product launch (Digital Utilities & Travel Booking)
- Collaborate with UX team to create design that solve user's problems
- Collaborate with Technology team to improve product development process
- Lead the AB Testing & Heatmap initiatives with UX team & Marketing
- Develop competitive analysis, identifying trends and opportunities in the market
- Clearly communicate product releases to our customers and stakeholders

8/2014 - 7/2015

**Blibli.com, Jakarta Indonesia**

*Product Manager*

- Manage the product development process of Blibli.com Website, Merchant Applications, Analytics, & Internal tools
- Plan and create product roadmaps & strategies
- Prioritize the new features, improvements, or bugs on those products
- Design the user flows and wireframe (UX)
- Monitor and analyze the market needs continuously
- Write product requirements and user stories
- Act as a point of reference & knowledge expert related to the products
- Help build the initial product management & UX team in Blibli.com
- Work closely with UX/UI designers and engineers to develop new features

12/2012 - 7/2014

**Blibli.com, Jakarta Indonesia**

*Front-End Engineer (UX)*

- Create mock-ups and wireframes
- Design and develop user interface of web applications
- Optimize HTML, CSS and JavaScript syntax for better performance
- Initiate the use of responsive design for web development
- Develop conceptual framework with new web technology such as, HTML5, CSS3, client-side templating, etc
- Initiate the data-driven mindset across department
- Manage the A/B Testing project
- Maintain User Experience across any web projects

1/2011 - 1/2012

**Ganiko, Diamond Bar USA**

*Web Designer & Developer (Freelance)*

- Design and develop static and dynamic websites
- Develop and implement the ERD diagram to the actual database
- Implement open-source CMS and develop customized CMS
- Integrate social networking API to the websites

1/2011 - 12/2011

**House of Gifts, San Dimas USA**

*E-Commerce Specialist*

- Managed and created the company's e-commerce channel
- Improved the company's online presence and visibility
- Maintained product contents and images accuracy
- Increased online sales revenue to USD \$10,000 per month from zero

1/2010 - 12/2010

**House of Zog, Inc dba Cathay International**, San Dimas USA

*Associate / IT Intern*

- Controlled and managed company's website and database
- Provided technical assistance to employees
- Troubleshoot office computer system and networking issues
- Set up and prepared company's IT system and devices in trade shows

## ORGANIZATION

5/2010 - 12/2011

**Golden Key International Honour Society**, Fullerton USA

*Member*

Member

## SKILL

**Abilities**

- jQuery
- JavaScript
- Product Management
- Sketch
- Product Design
- Responsive Web Design
- Twitter Bootstrap
- User Experience (UX)
- Project Management
- Client-side Templating
- Big Data
- User Interface Design
- HTML & CSS

## LANGUAGE

**Abilities**

- English
- Germany
- Indonesian

