Yasa Aulia Natasha *Senior Product Manager*

yasaulian@gmail.com

+6281221150374

Jakarta, Indonesia

linkedin.com/in/yasaulian

He/Him

yasaulian.biz.id

Indonesia

Profile

Product Manager with extensive experience leading products across e-commerce, marketplace, and large-scale digital education platforms. I specialize in data analytics, user experience design, product strategy, system development, and Agile delivery methods that drive impact at scale.

Previously, I managed critical product domains such as Order Management, Fulfillment, Product Catalogue, Third-Party Integrations, and Point of Sale systems—ensuring seamless operations and measurable business outcomes.

Recently, I contribute to INA Digital Edu's national digital learning initiative, focusing on Learning Management Systems, public digital services, and assessment platforms that enhance accessibility and educational reach.

Beyond my core work, I actively leverage generative AI tools like Perplexity, ChatGPT, and Gemini for product ideation, workflow optimization, and decision support. I also build personal AI projects using OpenClaw, creating agentic AI systems that assist with scheduling, automation, and web development.

Professional Experience

2025/12 – 2026/07
Jakarta, Indonesia

INA Digital Edu
Product Manager II

As a Product Manager II at INA Digital Edu, I am responsible for managing the development of digital learning platforms that support students nationwide. I work closely with cross-functional teams to define product requirements, ensure accessibility, and deliver systems that support large-scale educational initiatives. My focus includes Learning Management Systems (LMS), and Public Verification Portals.

Achievements

- Supported the development and release of the Public Verification Portal for Sertifikat Hasil Tes Kemampuan Akademik (SHTKA) to improve transparency and public access to certification information.

2025/07 – 2026/02
Remote

Softage (Part Time)
AI Trainer

Contribute to AI model training by recording structured user interactions across web and desktop tools, helping improve action-based AI systems. Responsible for executing prompt-based tasks accurately, maintaining data quality, and ensuring compliance with recording and audit standards.

2022/06 – 2025/04
Bandung, Indonesia

Catalyst
Senior Product Manager

As a Senior Product Manager at Catalyst, I am accountable for overseeing product performance at Jamtangan.com —the leading wristwatch e-commerce platform in Indonesia. My responsibilities include ensuring an excellent user experience for both internal and external users, regulatory compliance, and driving sustainable revenue through robust system development. I specialize in Product, Discovery, Account & Transaction Domain which I Handled: Website, Mobile App and 3rd Party integration (Logistic & Payment)

Achievement

- Led a Product Detail Page Revamp at Jamtangan.com, substantially increasing the Add To Cart conversion.
- Pioneered Pre Order Scheme at Jamtangan.com that boost product liquidity in the first 3 months after release up to 300%
- Enabling Online to Offline integration by showing product availability based on the store and increasing offline store traffic by 20%
- Pioneered Offline to Online integration at Jamtangan.com, engaging offline customers with their transactions on our Mobile App to boost product reviews and user engagement.

2021/09 – 2022/06
Jakarta, Indonesia

JD.ID
Product Manager

As a Product Manager at JD.ID , I was responsible for ensuring that daily operations in the Marketplace Business division ran smoothly. I defined clear problem statements and goals, then translated them into comprehensive product requirement documents to guide the development team. My objective was to ensure each product initiative delivered a measurable return on investment (ROI)

Achievement

- Increase JD.ID DAU (Daily Active User) by releasing "Berkebun Bersama Joy" a game that engage with the user that help marketing team by exposing their promotion through the game.

2020/02 – 2021/08
Jakarta, Indonesia

Laku6
Product Owner

As a Product Owner at Laku6, I managed the full product lifecycle for both Laku6.com (e-commerce) and Laku6 Trade Center (auction marketplace). I led the development and continuous improvement for both of them. I collaborated closely with the Operations, Customer Service, Finance, and Sales Teams on a daily basis to ensure all the business processes were going smoothly and to get immediate feedback for upcoming and current systems. I also worked with the development teams to define sprint backlogs and product roadmaps aligned with business goals.

Achievement

- Improved the winning rate in Laku6 Trade Center, substantially enhancing the company's sales GMV up to 30%.
- Reduce refund discrepancy between bank settlement & finance report by creating a disbursement ledger that is used by the finance team to validate the amount of disbursement.

- Deliver "Kangtaw Corner" Laku6 Online Classified that lets our users able to communicate with each user and boost Laku6 Traffic.

2018/10 – 2020/02
Jakarta, Indonesia

detikcom
Commercial Product Manager

Responsible for managing commercial applications for brand sponsors—from gathering user requirements and overseeing development to monitoring operations and ensuring the final product met all specifications. Worked closely with Sales, Marketing, and Tech teams on a daily basis as the main product lead.

Achievement

- Crafting Microsite Building Quality Assurance Document that improve development process to be more effective and efficient that boost detikcom revenue from ads & sponsorship department

2017/07 – 2018/07
Bandung, Indonesia

Gojek
Jr. Merchant Acquisition Executive

Daily routine as Jr. Merchant Acquisition Executive is being Business Consultant for Small Medium Business in F&B and help them to boost their revenues using Gojek Product and convince them to be our Gofood Partner

Achievement

- Boost Gofood's partner revenue up to 200% by using GO-Voucher

Education

2009
Bandung, Indonesia

Bachelor of Technology
Universitas Komputer Indonesia

Courses

2022
Jakarta, Indonesia

Agile & Scrum Fundamental
Skill Academy

2019
Jakarta, Indonesia

User Experience Fundamental
Somia Customer Experience

Skills

Agile Methologies
Product Development
Negotiation
ROI Analysis
Product Life Cycle Management
UX Design
Stakeholder Management
Data Analysis
e-Commerce Management
Agentic AI Orchestration

Projects

2026/06 **GOR Mutiara Intan**

Developed a full-stack landing page and AI-powered schedule management system for a local badminton court in Cianjur, West Java. The highlight feature is a conversational AI chatbot that allows the non-technical owner to manage court availability through natural language chat — no dashboards, no forms, no tech skills needed. The public-facing site displays a live weekly booking grid that reflects schedule updates in real time.

2026/04 **Kehadiran**

Web based attendance system

A browser-based employee attendance SaaS for Indonesian SMEs. Built to replace manual tracking via WhatsApp and Excel, Kehadiran enables GPS-verified clock-in without app installation.