Ulinnuha Nabilah

Surabaya, Jawa Timur (open to relocating to Jakarta) | +6289678242283 | nabilahulinnuha@gmail.com | linkedin.com/in/ulinnuha-nabilah | ulinnuha-nabilah-portfolio.netlify.app

Summary

Product Manager with 5+ years in product (3.5 as PM), owning 4 products end to end across lending, supply chain, and AI. Built the credit-limit and repayment workflows of a BNPL platform financing **200+ agri-projects a year**, moved **33 warehouses and outlets** from spreadsheets to **94% stock accuracy**, and raised consumer app **retention by 25%**. Former product designer who prototypes in Figma.

Work Experience

PT. Elevasi Agri Indonesia (Elevarm)

Product Manager | Mar 2023 – Present

Sole PM owning 4 products end to end (VarmOS, Elevarm App, Agripoint App, Elevarm Dashboard).

- Placed **Top 10 Finalist at Global ImpactPreneur South Korea 2026** and delivered AI crop insights across **250+ hectares** in Purwakarta by defining the prompts that turn VarmOS's satellite NDVI and field-observation data into automated farmer recommendations.
- Financed **200+ agri-projects a year** at 92.4% repayment (2024–2025 loans) and cut project approval from 2 weeks to 5 days, supporting Elevarm's growth to **1,000+ hectares under management**, by designing the credit-limit logic (credit score × project COGS budget = safe loan amount), approval flow, due-date reminders via field officers, and accounts-receivable monitoring for an internal BNPL platform for farmers.
- Replaced spreadsheet stock tracking with the first real-time view of inventory value across **33 warehouses and outlets**, reaching **94% stock accuracy** and cutting stock opname **from 1 week to 3 days**, by scoping Agripoint App's inventory workflows: purchase requests, goods receipt, stock opname, and product mutation.

- Digitized **IDR 363 million a month** of product inputs disbursed to projects, replacing Airtable records, by scoping Agripoint App's POS disbursement module.
- Cut Finance's revenue reconciliation from **3 days to 5 hours** by building the Elevarm Dashboard, which matches revenue against deposit reports and payment status automatically.
- Reached **100 monthly active farmers** within 2 months of launch by building RANI, a Gemini-powered voice assistant (speech-to-text, text-to-speech) that gives cultivation and pest guidance in Javanese and Sundanese.
- Shipped 116 releases across 4 products (mobile and web) since Mar 2023 by leading a cross-functional team of 12 (9 engineers, 2 Product Designers, 1 Product Operations Officer) through Jira sprint planning and backlog grooming, and presenting the roadmap to the CPO.

PT. Media Putra Nusantara (Yummy App)

Senior Product Associate | Feb 2021 – Feb 2023

- Raised **30-day retention by 25%** by launching points-for-recook gamification (convertible to rupiah) with likes and comments, getting new users past the view-to-recook step.
- Generated **4,000+ paid transactions** and IDR 27 million in revenue in 3 months by launching Premium Content, the app's first paid content offering.
- Increased **recipe submissions by 40%** by redesigning the "Tulis Resep" (Write a Recipe) flow to remove 3 steps and add drafts.
- **Reduced app size by 50%** and memory use by 30% by defining scope and priorities for the Flutter 3.0 migration.
- **Grew organic web traffic by 30%** by revamping the Yummy website for SEO, and launched a Tokopedia Affiliate e-grocery channel.

Peduli Digital

Product Management Mentor (part-time) | Mar 2022 – Jun 2022

- Achieved an **80% post-test pass rate** across 10 students by designing a 3-month, 28-subject PM bootcamp curriculum (70% theory, 30% practice).
- Coached 3 student teams through end-to-end product case studies in 1:1 and team mentoring sessions.

Apple Developer Academy @ UC

Product Designer (academy program) | Feb 2020 – Dec 2020

- Shipped **4 iOS apps to the App Store in 10 months** by co-designing them in cross-functional teams of 5 using Challenge-Based Learning.

Skills

- **Product:** Product strategy, product discovery, LLM feature scoping & prompt design, credit-scoring & BNPL workflows, supply chain & inventory workflows, customer journey mapping, A/B testing, Agile/Scrum
- **Domains:** AgriTech, FinTech (lending), consumer mobile apps, internal B2B platforms
- **Tools:** Jira, Confluence, Figma, Mixpanel, OpenAI & Gemini APIs, AI-assisted prototyping (Claude Code)
- **Languages:** Indonesian (native), English (professional working proficiency)

Education

- **BINUS University**: Bachelor of Information Systems | 2021 | GPA 3.56/4.00
- **Politeknik Elektronika Negeri Surabaya (PENS)**: Diploma (D3) in Informatics Engineering | 2016 | GPA 3.40/4.00
- **TOEFL iBT** (2026): 4.5/6 (CEFR B2)