Mega Setiawati

Senior Product Manager

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Senior Product Manager with 8+ years in product, specializing in internal platform design, workflow architecture, and AI-assisted workflows for growth-stage, product-led companies. A QA foundation trained me to think in systems, spotting failure points and mapping dependencies before they surface as execution problems.

SKILLS

- Product Operations
- Technical/PRD Writing
- Systems Thinking
- AI Workflow Design
- Generative AI
- Prompt Engineering
- System Integration (API/ERP)
- User Research
- Product Analytics

PROFESSIONAL EXPERIENCE

PT RUKITA BHINNEKA INDONESIA **Jakarta, Indonesia**
Senior Product Manager *Jun 2020 – Aug 2026*

Led internal tools, finance systems, and third-party integrations for users across Operations, Finance, and Service.

- Designed the prompt architecture and escalation rules for an in-app AI support assistant that answers tenant checkout and deposit questions and hands complaints to a person. (case study)
- Defined the API contract and sync rules for a NetSuite integration that replaced daily manual reconciliation; Finance reported ~80% less manual work. (case study)
- Rewrote the deposit-refund SOP across Finance, Ops and CS and added enforcement in the apps; on-time refunds rose from 14% to 92%. (case study)
- Resolved payment bottlenecks by redesigning validation logic and automating status workflows, cutting stuck landlord payments by 50%+ and removing manual fallbacks.
- Mentored an Associate PM and led remote Agile ceremonies across time zones

PT CODEMI GLOBAL **Yogyakarta, Indonesia**
Product Manager *Jul 2018 – Jun 2020*

- Owned the roadmap and prioritization for a B2B SaaS LMS (web and mobile), working with the CEO and Engineering, Design, and Support.
- Tied product priorities to business OKRs, improving onboarding flows and retention across enterprise clients.

GAMELOFT, GOJEK, QISCUS, WONDERLABS, REDKENDI **Yogyakarta, Indonesia**
Quality Assurance *2014 – 2018*

- Started in game testing at Gameloft, then built systems-level thinking through QA automation and product quality work across multiple products: risk anticipation, edge cases, cross-functional dependencies.

EDUCATION

MERCU BUANA UNIVERSITY *2020 – 2024*
B.Sc. Information Systems (Cum Laude, GPA 3.82/4.00)
Thesis: Prediction Analysis on Sleep Disorders Using Machine Learning-Based Techniques (SINTA-2 journal, 2024)

ADDITIONAL INFORMATION

- **Certifications**: AI Fluency: Framework and Foundations (Anthropic, 2026); Claude 101 (Anthropic, 2026); AI Literacy (IBM, 2026)
- **Languages**: Bahasa Indonesia (Native), English (Professional Working Proficiency - B2)
- **Mentoring & Volunteering**: QA Facilitator (Binar Academy)