

Hubungi

+628118082495 (Mobile)
bisnis.ihkamaufar@gmail.com

www.linkedin.com/in/ihkamaufar
(LinkedIn)
ihkamaufar.tumblr.com (Personal)

Keahlian Teratas

Systems Design
Interoperability
Technology Integration

Languages

Bahasa Indonesia (Native or Bilingual)
English (Full Professional)
Arabic (Limited Working)

Certifications

Global Media Partners - Facebook
MS Excel Exam Guide: Analyzing and Visualizing Data
Intermediate Marketing Analytics
Microsoft Excel - Intro to Power Query, Power Pivot & DAX
Google Analytics Individual Qualification

Ihkam Aufar Zuhairi

Builder. Impact Seeker. Meaningful Action, Always.

Area DKI Jakarta

Ringkasan

If there's one thing I love, it's building something that truly matters. From orchestrating teams, designing systems, to leading transformation, I enjoy the journey of turning ideas into meaningful change — with structure, empathy, and a bit of humor to keep things human.

I currently serve as Managing Director at Haratech, where I lead large-scale digital transformation and interoperability initiatives across government and enterprise ecosystems. My focus is on architecting and delivering mission-critical platforms, strengthening integration landscapes, and enabling real-time, data-driven decision-making. Today, one of my core responsibilities is leading the development of MPD (Regional Revenue Management Platform) — a cornerstone initiative to modernize regional revenue systems through automation, interoperability, and intelligent insights.

Previously, I led product development at Udang.id, leveraging technology and AI to strengthen Indonesia's aquaculture ecosystem and support sustainable industry growth. Earlier in my journey at Blibli.com, I drove initiatives that improved conversion, elevated customer experience, and enhanced operational performance.

I work best where strategy meets execution. Guided by analytical thinking, strategic clarity, system orchestration, and people-centered leadership, I thrive on turning complexity into clarity — aligning diverse teams, building scalable systems, and transforming good initiatives into great outcomes. For me, innovation should always be purposeful: not just impressive, but unmistakably impactful.

Let's connect if you're building meaningful systems, pursuing GovTech innovation, driving digital transformation, or simply looking to collaborate with someone who enjoys solving complex problems with calm confidence.

Pengalaman

Haratech Galih Inovasi

Managing Director

April 2025 - Present (1 tahun 7 bulan)

Haratech designs and ships practical GovTech that works at scale. We help governments modernize through SPBE-aligned enterprise architecture, Satu Data & data governance, performance/SAKIP-e-Monev dashboards, public revenue & payment platforms, and citizen-facing digital services built using no-/low-code and AI-assisted engineering.

As Managing Director, I lead Haratech's strategy, delivery quality, and partnerships—ensuring every engagement drives true interoperability, not just system integration. Our solutions are architected to talk to each other across agencies and platforms in a secure, standards-based way, enabling data consistency, seamless collaboration, and policy-driven automation.

We blend structured discovery, iterative delivery, and measurable operations (OKRs, SLAs, observability) with governance playbooks, RACI, capability building, and knowledge transfer—so adoption is sustainable and TCO stays healthy.

The result: reliable, fast, human-centered public services that scale.

Udang.id

Head of Product

Agustus 2024 - Mei 2025 (10 bulan)

Jakarta Raya, Indonesia

Led the roadmap and cross-functional execution to deliver a breakthrough urban RAS (Recirculating Aquaculture System) platform that makes shrimp farming viable in the heart of the city. Orchestrated discovery→MVP→scale, aligning engineering, aquaculture, and operations to ship ERP-ready planning/harvest modules, real-time water-quality dashboards, and alerting workflows—purpose-built to stabilize yields and reduce water footprint in dense urban settings. Built the product function end-to-end and turned on-site learnings into scalable releases and playbooks for city-center farms

Bibli.com

2 tahun

Senior Product Manager (Customer Experience - Product Review)

Agustus 2023 - Juli 2024 (1 tahun)

Jakarta Raya, Indonesia

Under the Product Review squad, I led the strengthening and maturation of the Product Review domain, which was initially part of another squad's broader responsibility before being separated into a dedicated focus area. My role was to shape its direction, refine the product vision, and ensure that Product Review evolved into a more strategic capability that delivers both customer trust value and business impact.

The scope covered end-to-end review experience: review submission journey, visibility and usability, quality governance, fraud & content safety, and ensuring reviews effectively support customers in making confident purchase decisions.

Worked closely with cross-functional partners (backend–frontend engineers, QA, UX designer & researcher, data team, fraud/content moderation team, SEO, and business stakeholders) to prioritize initiatives, align execution, and achieve measurable outcomes.

Notable Achievements:

- Strengthened Product Review as a dedicated product capability, elevating it from part of a broader scope into a more focused, strategic domain.
- Delivered improvements to enhance review quality, credibility, and readability, supporting stronger customer trust and buying confidence.
- Improved content governance and moderation frameworks, reinforcing integrity and reducing low-quality / non-compliant content.
- Enhanced review discoverability and contribution across key journeys, supporting better engagement and conversion signals.
- Established clearer collaboration structure and delivery cadence across tech, UX, and business teams to ensure alignment, clarity, and sustainable execution.

Senior Product Manager (Customer Experience - Engagement)

Agustus 2022 - Agustus 2023 (1 tahun 1 bulan)

Jakarta Raya, Indonesia

Under the Engagement squad, I was responsible for driving customer interaction and conversion across high-impact surfaces including homepage, promotion pages, flash sale pages, and category pages — key touchpoints that contributed a significant portion of overall platform traffic and revenue.

I worked closely with a cross-functional team of 15–20+ members (backend–frontend engineers, QA, automation, designers, UX researchers, copywriters, and product engineers) to translate business objectives into scalable product execution that improved both experience quality and commercial performance.

Notable Achievements:

- Led a large-scale component audit and design system initiative, building a reusable component library that improved workflow efficiency for 20+ content and business teams, reducing operational effort by ~40–50%.
- Owned the Homepage & Flash Sale revamp (2023), including anniversary campaign features, aligning product execution with business metrics such as Impression, CTR, and CVR, delivering all initiatives on time with measurable results.
- Drove the native mobile apps initiative, leading end-to-end execution from backend API specifications to UX finalization in Figma, and delivery across Android & iOS platforms.
- Introduced a standardized backend structure and streamlined implementation approach, significantly accelerating delivery and contributing to 150–200% uplift in conversion and CTR for key engagement surfaces.
- Strengthened collaboration and execution cadence across tech, UX, and business teams, enabling faster iteration, clearer ownership, and performance-driven product decisions.

optimasi.ai

Product Manager & Head of Special Project

November 2021 - Agustus 2022 (10 bulan)

Joined Optimasi.ai as employee #001, working directly with the founders even before the company was formally established. As the first Product Manager, I helped build the company's product foundation and operational direction from the ground up.

Optimasi.ai is a digital marketing and SEO-focused SaaS and agency business serving growth teams and internet marketers. I led end-to-end product discovery and execution: shaping product vision, defining the MVP, conducting market research (TAM, SAM, SOM), running user interviews, facilitating ideation, and translating insights into PRDs, roadmaps, and delivery plans. I worked closely with C-level leaders to align product strategy with business goals and presented strategic decks to angel investors.

Beyond core product ownership, I also served as Head of Special Projects, supporting the agency's growth through major client engagements, refining planning processes, and designing development roadmaps that strengthened both service offerings and long-term product strategy. This role positioned me at the intersection of product, revenue, and operations, ensuring what we built was both technically sound and commercially viable.

Notable Achievements:

- Built the company's initial product strategy, MVP, and roadmap from scratch.
- Implemented agile & sprint methodologies across product, engineering, and UI/UX teams.
- Contributed to closing two of the company's largest enterprise clients, generating IDR 250M in MRR.
- Led a high-impact reputation management special project, expanding service capability.
- Authored core PRDs, defined success metrics, and coordinated go-to-market execution across product, business, and delivery teams.

iProspect Indonesia

Biddable Media Specialist

Januari 2021 - Desember 2021 (1 tahun)

Jakarta Selatan, Jakarta Raya, Indonesia

Iprospect Indonesia part of Dentsu Aegis Network is the top 3 largest digital marketing agency in Indonesia

here I acting as a media specialist who can handle paid advertising for multiple clients with various purposes. Some of the tools I use are Google Ads (SEM, Video, GDN), Facebook/Instagram Ads, Tokopedia Ads, Shopee Ads, Lazada Ads, Google Analytics & Google Data Studio. My work includes campaign setup, daily monitoring, optimization, reporting and providing lessons/insights, all within budget and KPIs that perform well.

Clients handled: Nestle Indonesia, Wings Group (FMCG)

Notable Achievement:

-managed budget of more than USD 50K/Month & total budget of more than USD 700k in 10 months in Paid Ads

-Manages E-Retail Ads (Shopee, Tokopedia etc.) and do a weekly update with the client, increasing ROAS more than 4X, handle & optimized more than 100 SKUs

-Together with team help client to become best-selling brands in 10.10 festival in one of biggest ecommerce in Indonesia

Boombastis.com

Business Development Manager

Oktober 2020 - Mei 2021 (8 bulan)

Jakarta Raya, Indonesia

Boombastis is a media company that also provides end to end marketing solutions for advertisers – data, content, placement, experiential marketing, and performance marketing.

as a BDM I manage relations with other strategic partners and also be a bridge to the production team, creating deck and pitch to our internal connection and providing reports to the ongoing client.

Maxima (PT Maxima Business Solution)

Project Manager

September 2020 - Februari 2021 (6 bulan)

Area DKI Jakarta

Maxima Indonesia is CSR Consultant who collaborates with more than 50 partners to provide social impact to 50,000+ beneficiaries.

My role as a project manager in a very tight time is End-to-end managing the project, starting from drafting budgeting project, setting timeline project (Gantt chart) to execution, creating a process for managing over 150 volunteers in 15 different cities to distribute aid from Bank Indonesia in 15 billion rupiahs for 3000 stalls/grocery stores affected by Covid-19, perform heavy analysis to create effectiveness and efficiency for ongoing projects and last provide periodic reports for C level (both internal and client sides)

Unistellar

Cyber & Data Intelligence Associate

September 2020 - Februari 2021 (6 bulan)

Jakarta Raya, Indonesia

Unistellar is a business group consisting of technology, education, and data divisions with supporting advisory services in corporate finance, investment, and strategic relations.

I had the opportunity to interact directly with several strategic stakeholders and create a command center and dashboard within the Tanjung Priok Police

Station. Although this command center project has not yet been implemented, it is sufficient to form my view on the potential of strategic cooperation between the private sector and the government.

proptree.id (PT. Proptree Investa Cendekia)

Digital Strategist

Oktober 2020 - Desember 2020 (3 bulan)

Area DKI Jakarta

Eatsii

Digital Marketing Strategist

Januari 2020 - Agustus 2020 (8 bulan)

Jakarta

Eatsii is an F&B startup that received seed funding from 500 VCs, has several brands with different products and segments.

My role as a digital strategist includes Audience Development and marketing funnel strategy. in short, help end-to-end digital marketing & some business development from testing competitors' new products, providing feedback for internal products, finding product names, creating landing pages (from buying domains, connecting to hosting, optimizing speed with a few tweaks using plugins/tools, web copy), test product to market with digital ads (mostly Facebook ads), manage ads with specific KPIs (CTR >1%, CPM < IDR 15,000, CPL < IDR 30,000, etc.), campaign analyst, creative and provide insightful data to business stakeholders.

I also provide the creative team with feedback and content improvement analysis to grow audiences and increase engagement on digital channels.

Notable Achievement:

- Total lead + Add to cart in Facebook Dashboard in 3 Months 1.375

- Real lead to Whatsapp approximately 535

- succeed in enhancing sales 193% in 3 months with a total budget of only 15,7 Million Rupiahs

Red & White Consulting Partners LLP

1 tahun

Decision Science Consultant

2019 - 2020 (1 tahun)

Red & white consulting is a boutique consulting firm with international experience and has consulted for companies in 7 countries. I started as an intern and then continued as a decision scientist consultant. Gaining a lot of valuable expertise around data and analytics, learn about complex problem solving, design thinking, critical thinking, 9 box analysis and many more, my work includes data collection, visualization and analysis using Excel, Spreadsheet, Tableau & Python (Pandas)

I involved in talent cycle project/talent mobility analysis in international airlines & team data transformation for one of the national banks in Indonesia.

Consultant Internship

Mei 2019 - Agustus 2019 (4 bulan)

I study logical & systematic thought processes as well as creative thinking in close spans of time, trying to look at problems from multiple perspectives and breaking them down into concrete steps as solutions.

Here I am invited to think as a decision scientist, seeing data not only as ordinary numbers and statistics but always trying to find insights and strategic matters that can be formulated.

PT Korma Jaya Utama

Business & Marketing Development Officer

Oktober 2018 - Mei 2019 (8 bulan)

Jakarta Selatan

panjatkan.com & SeeUp.id

Founder

Januari 2018 - Mei 2019 (1 tahun 5 bulan)

bintaro

panjatkan.com and seeup.id is a digital agency that has a philosophy of harmony, the passion to grow together with clients who want to enter and present in the digital ecosystem, starting from creating the first website, creating the first social media account, to the point of advertising optimization and the acquisition of new leads (potential customers) via digital.

we are able to manage websites with various CMS but what we like the most is WordPress. we were able to optimize website speed on gtmetrix to get an A both on pagespeed & yslow score, using plugin optimization, CDN, and other optimization techniques.

we are able to connect websites with online account mutation check systems (eg moots), CRM such as to send.email (autoresponder), WA Notif / Woo Wa, and others, and online forms such as caldera, magic order, or order.online.

we are able to optimize Facebook ads using the lowest cost method, manual bidding, and others, able to keep the CTR metric always above + - 1.5%, OCLP (outbound click to landing page) ratio above 50%, playing with rules, engagement optimization, traffic or conversion.

We believe in data, we always start with testing, evaluating, then scaling if we already get a winning campaign.

for one reason or another, our little dream is forcibly delayed and temporarily turned into social service for those in need.

Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi

Junior Assistant

September 2018 - Desember 2018 (4 bulan)

Greater Jakarta Area, Indonesia

during my approximately 4 months here, I filled in the latest knowledge about performance management in the public sector which became one of the hottest topics in the bureaucratic reform deputy, Apparatus Accountability, and Supervision (at that time led by Mr. Yusuf Yusuf Ateh)

I analyzed performance reports from various regions in Indonesia, getting insights about the key to successful performance management in several areas with interesting stories behind them.

I found the spirit of bureaucratic reform that is very strong and sincere, here I also compiled my qualitative thesis entitled "Dampak penerapan Sistem Akuntabilitas Kinerja Instansi Pemerintah (SAKIP) pada tata kelola Pemerintahan di Indonesia" = "Impact of the implementation of Performance of Accountability of Government Institutions (SAKIP) ON governance in Indonesia"

LaFa Digital

Co-Founder

September 2017 - Oktober 2018 (1 tahun 2 bulan)

This is the first step I took after a number of digital marketing workshops, at this moment I "only" learned by using the dropship method, trying to find products that fit the market I was aiming for, looking for the best advertising angle and other basic technical matters.

PT lentera mitra strategis

Business Development Officer

November 2016 - April 2017 (6 bulan)

developing business units that have great potential to reach the middle-upper Muslim market.

Studying the property business model, breeding sheep for Eid al-Adha, and developing a family business in FMCG.

OKK UI

Project Officer

Juli 2016 - November 2016 (5 bulan)

Universitas Indonesia

1. Full responsibility for the implementation of OKK UI 2016.
2. The highest decision maker in the 2016 OKK UI committee.
3. Coordinate and build relationships with the UI Rector, UI IKM Member instruments (Executive Institutions, Legislative Institutions, Judicial Institutions, Autonomous Institutions, and SMEs) and the Circle of Friends.
4. Responsible for SC OKK UI 2016
5. Providing understanding regarding the concepts carried in OKK UI 2016 to all OKK UI 2016 committees.
6. Building team unity and coordination in the 2016 UI OKK committee.
7. Conduct supervision in the areas under the Vice Project Officer.
8. Coordinating all areas covered by the event (including pre-peak events such as welcoming freshmen, the peak of the event, and after the event), material and education (including disciplinary commissions, mentors and academics), and operations
9. Conduct regular evaluation of the event and the performance of all the 2016 OKK UI committee.
10. Hold and lead plenary meetings.
11. Ensure that all PIs and BPHs prepare and submit an Event Responsibility Sheet and committee performance.
12. Make a general timeline that will be used as a reference by all sections.
13. Carry out the dissolution of the committee at the level of PI-BPH by coordinating with a small committee that was formed

Rumah Kepemimpinan

President

Januari 2016 - April 2016 (4 bulan)

fostering togetherness and leading 28 Ksatria (call for participants) UI batch 7 regional 1 Jakarta.

Badan Eksekutif Mahasiswa Universitas Indonesia (BEM UI) 2015

Deputi Internal Departemen Kajian Strategis

Januari 2015 - Desember 2015 (1 tahun)

- Together with the Head of Department, establishing a good relationship with Kastrat Se-UI
- Building a networking movement with intra-campus organs
- Focus on evaluating staff performance and upgrading and transferring knowledge for staff
- Become a Steering Committee for Media Channel work programs (twitter @BEMUI_Change, virtual Kopdar, website review column, bulletin), LKSM, and Reading Every Week
- Secretariat and Financial Supervision
- Responsible for cultural activities such as Birthday Celebration, Team Building, and others

Rumah Kepemimpinan

9 bulan

Sekretaris Jenderal

April 2015 - Agustus 2015 (5 bulan)

help the elected president carry out his duties.

Menteri kekeluargaan

Desember 2014 - April 2015 (5 bulan)

creating dormitory conditions that are close and warm, open to each other and making the flow of communication between participants more fluid and honest.

FSI FEUI

Staff Hubungan Masyarakat dan Alumni

Februari 2014 - Desember 2014 (11 bulan)

Becoming a project officer at the FSI FEUI open house, inviting all "Lembaga Dakwah" throughout the university.

Responsible for the social media owned by FSI FEUI, the largest number of Twitter followers in LD SeUI.

BEM FEB UI 2014

Staff Advokasi dan Kesejahteraan Mahasiswa

Februari 2014 - Desember 2014 (11 bulan)

The steering committee of the 2014 FEUI scholarship and education fair (SEF)

Nurul Fikri Boarding School Anyer

OSIS Team Leader

Juni 2012 - Mei 2013 (1 tahun)

Pendidikan

University of Indonesia

Bachelor's degree, Management

Nurul Fikri Boarding School Anyer

Social Science