Brian Wiseso

Melbourne, VIC · brian.wiseso@gmail.com · linkedin.com/in/brianyw · brianwiseso.me

Product manager with nine years in digital banking at BTPN Syariah, a microfinance bank serving more than 3 million customers in Indonesia. I do my own field research, then own the product through delivery with a scrum squad. Now studying a Master of Management at the University of Melbourne, and available for a product or UX internship or part-time role: full-time from December 2026 to February 2027, then up to 24 hours a week.

EXPERIENCE

Senior Product Manager, Payments and Transactions

Jan 2024 to Aug 2025

BTPN Syariah (SMBC Indonesia Group), Jakarta

- Took over bill payments, transfers and top-ups in the SiTepat customer app and cut failed transactions from about 20 in every 100 to about 2.
- Built real-time SQL and Google Sheets dashboards for every product and provider, then audited the product list so the app sold only what it could deliver.
- Set one rule for failing products: reroute, hide or remove. Chose the payment that works, even when rerouting was the less profitable option.
- Product owner of a scrum squad of about ten (scrum master, tech lead, engineers, QA) on two-week sprints. Owned the roadmap, PRDs and priorities, working with business, finance and compliance.
- Helped grow the SiTepat pilot, run in three provinces, to about 1,000 customers transacting every month.

Product Manager, Financing and Onboarding

Jul 2021 to Dec 2023

BTPN Syariah, Jakarta

- Redesigned sign-up for the SiTepat customer app after 40+ interviews, observation sessions and A/B prototype tests.
- Added an ID scan that recognised people already registered as agents and gave them a shorter route. Removed 4 or 5 steps for everyone else.
- Cut drop-off between starting sign-up and creating an account by about 35 percentage points.
- Set up continuous discovery, with usability tests and short surveys feeding each product decision.
- Coordinated rollout documentation with operations and regulatory teams across regions.

UX Researcher and Designer

Jul 2019 to Jun 2021

BTPN Syariah, Jakarta

- Ran research and design for every product squad, across internal and customer apps, including field research with rural customers and field officers.
- Wrote process frameworks and UX standards that product and operations teams adopted as internal references.
- Built rapid prototypes to test ideas with users before development started.

Product Manager, Acquisition

Dec 2016 to Jun 2019

BTPN Syariah, Jakarta

- Owned the mobile acquisition tool used by 10,000+ field officers, replacing paper forms and a second round of data entry.
- Built it offline-first, because it was the officers' first digital tool and it could not depend on a good signal in the field.
- Cut the time to enrol a customer by 40% against the paper process, measured from start and finish times.
- Wrote the playbooks and trained staff across regions for the rollout.

Earlier roles

2012 to 2016

- **Program Manager, Indonesia Mengajar** (Nov 2014 to Nov 2016). Managed community education programs with government, NGO and local partners.
- **Project Manager, Quantitative Research, Nielsen** (Jan 2012 to Oct 2014). Ran quantitative research projects for global FMCG clients across several markets.

PROJECTS IN MELBOURNE

- **Women and Mentoring homepage redesign** (real client, university team project). Rebuilt the page to lead with evidence of what the program achieves, with three hero variants ready for A/B testing. womenandmentoring.figma.site
- **EcoSwap furniture marketplace** (business simulation, university team project). Landing page and working prototype on a real database, with event and scroll-depth tracking. ecoswap.figma.site
- **Nüdel homepage and shopping flow** (real client, university team project). Split the experience by buyer and carried the choice through to the cart. nudelpod.figma.site

EDUCATION

Master of Management, University of Melbourne (Melbourne Business School). 2025 to July 2027, expected.

Bachelor of Management, Institut Teknologi Bandung. 2007 to 2010. Student Council President.

IN MELBOURNE

Facility Officer (casual), Scots' Church Melbourne. Dec 2025 to present. Venue setup, AV and staging for live events.

Volunteer roster coordinator for a weekly service, Scots' Church Melbourne.

Member, Data Science Students Society and Melbourne University Athletics Club.

SKILLS

Product: roadmaps, PRDs, prioritisation, experiment plans, post-mortems, Agile and Scrum

Research: user interviews, field observation, usability testing, A/B prototype tests, surveys, cohort analysis

Data and tools: SQL, Google Sheets and Excel, KPI dashboards, Figma and Figma Make

ADDITIONAL

Languages: English (IELTS 8.0, 2024), Indonesian (native)

Certification: IBM Product Manager Certificate