

## Contact

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(LinkedIn)

## Top Skills

User Interface Design

Software Engineering

Web Development

## Languages

English (Professional Working)

Indonesian (Native or Bilingual)

## Certifications

30-Day UI Design Bootcamp

Top 100 Mentor

## Honors-Awards

Best Student Game Developer  
Nominee

Runner Up

Top 10

Finalist

Top 8

## Publications

Commercial Logo Detection and  
Analysis on Online Social Media

# Tino Sambora

Sr Product Manager

Jakarta Metropolitan Area

## Summary

www.tsambora.com

I'm a product manager with years of experience in end-to-end internet application development.

I thrive on:

- product discovery and delivery;
- designing, building, and rolling out digital product aligned with business goal and scale;
- having precise and efficient spoken or written communication with stakeholders from different cultures.

I've organized tech talks and a hackathon. I've spoken at a tech conference. I love learning, teaching, sharing, and entertaining.

BSc in Computer Science and a micro degree in Product Management and UI Design.

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## Experience

potensia.co

Product Manager (Side Venture)

January 2019 - Present (7 years 6 months)

Potensia is a platform connecting students, jobseekers, and professionals with psychology-related career support.

- Launched Potensia.co as a passion side project, taking on full ownership as both founder and product lead.
- Initiated and led the development of an online psychometric test platform with free and premium test report options. It became one of the biggest online psychometric test platform in Indonesia with over 200.000 tests submitted.

- Initiated and led the development of a low friction online career counselling platform. Grew the yearly number of counselling sessions by ~10X since founded.
- Grew Potensia's community from scratch, driving social media followers from 0 to ~20,000 through creative, hands-on experimentation.
- Juggled this entrepreneurial endeavor alongside a full-time career, fueling the project with evenings, weekends, and passion to make positive changes.

## Grab

### Senior Product Manager

July 2022 - October 2025 (3 years 4 months)

Grab is Southeast Asia's leading super app, offering a suite of services consisting of deliveries, mobility, financial services, enterprise and others. As a product manager in Trust and Safety, I led a cross-functional team and collaborate with other Grab tech families to keep Grab users safe by looking after road safety, in-person incidents, text harassment, and identity verification while ensuring minimum disruption to the service.

- Initiated and led product initiatives to increase the adoption of AudioProtect (safety audio recording feature) such as proactive activation during risky scenario. Increased regional adoption rate.
- Initiated and led "co-location safety alert" product to identify ride safety risk based on passengers and drivers location during rides. Increased incident detection rate regionally.
- Initiated and led "dash cam safety features" such as physical SOS button and video-based real-time safety event detections. These features are built on top of Grab's in-house dash cam product. Regionally increased the number of incidents with successful intervention, incident detection rate, and driver partners productivity.
- Led and launched real-time overspeeding alert based on drivers telematics data. Reduced the number overspeeding incidents by driver partners regionally.
- Led and launched driver fatigue alert based on drivers activity data. Reduced the number of driver partners with excessively long online hours regionally.
- Conceived and led profanity filter efficacy improvement by utilising an ML model to detect words and phrases close to known profanity and sexual harassment. Reduced text harassment incidents in Thailand significantly.
- Conceive and led driver voice assistant which enables driver to interact with the app by hearing and speaking during transit to reduce distraction. The majority of beta testers observed improvement in driving safety.

## MyRepublic

### Product Manager

August 2021 - September 2021 (2 months)

Singapore

MyRepublic is one of the fastest growing telecom operators in the Asia-Pacific. MyRepublic has operations across Singapore, New Zealand, and Australia. As a customer facing platform product manager, I looked after it's mobile app which supports localization for Singapore, New Zealand, and Australia.

- Led the initiative to reduce the loadtime of all pages in the mobile app. This results in almost 40% reduction in load time and higher NPS.
- Formulated feedback survey for customers and it's placement in the user journey to make learning more efficient. This results in an increase from 2 star to 4 star average ratings in mobile app stores within just 2 months.

## Bambu B2B Robo Advisor

3 years 6 months

### Technical Product Manager

October 2020 - August 2021 (11 months)

Singapore

Bambu is a Singapore-based B2B startup which specialises in building softwares to help people invest. We're backed by Franklin Templeton, one of the biggest global investment firms in the US. Our clients are large banks, wallet, and insurance companies. Looked after one of the company's core product, Bambu API Library, it provides the essential APIs to power a robo-advisory platform. The library is used to power high profile projects and accepts 500k requests per month.

- Extensively utilize data products such as Kibana, Google Analytics, Google Data Studio, and Amazon Cloudwatch to make informed decision in providing vision and direction and building the product roadmap.
- Work with internal team, clients, and leads to develop product requirements documents which include use cases, scopes, technical architecture, and low-fidelity design. This results in clear expectations and communications in the development and customer success cycle.
- Engaged in intro meetings with prospects. Answered business and technical questions in discovery meetings with prospects across the US and Europe. This results in 5 high-profile clients signing a deal to integrate the API Library to their systems: BCA, Beanstox, Vestwell, Nestegg, and Avenue.

- Initiated a revamp to the API documentation site. Built automation tools for publishing updates to the docs, added tutorial pages, and made offerings clearer in the landing page. This results in 90% YoY increase in free trial registration.
- Worked closely with engineers to ensure high availability and great developer experience. Initiated CI/CD for the microservices. Designed API key and API quota systems. Setup analytics. Results in 99% system availability.

### Solutions Architect

February 2020 - October 2020 (9 months)

Singapore

- Designed a development template to build financial advisors dashboard, the backoffice app used in all our projects.
- Provided the frontend, backend, and docker deployment templates (in the forms of FE code, BE code, and EKS deployment yaml file) so other developers can have a headstart in building the backoffice app for new projects.
- Worked with projects' BA to ensure the templates can cater the requirements of different projects. Established a feedback loop to improve the templates. This backoffice templates are still used by new projects to date.

### Full Stack Engineer

March 2018 - February 2020 (2 years)

Singapore

Designed, developed, deployed, and maintained backend and frontend (web and mobile) of multiple high profile robo-advisory projects. This results in finished projects and development blueprints for other engineers for similar projects.

Regularly used technology:

- FE: React/React Native tech stack, Realm, Rollup.js, JScrambler, Publishing to NPM
- BE: Node, Typescript, Flask, PostgreSQL, Redis, RabbitMQ
- DevOps: AWS Networking, ECS, ECR, EC2, Lambda, RDS, DynamoDB, ElasticSearch

### Sale Stock

Full Stack Engineer

January 2016 - December 2017 (2 years)

Bandung

Sale Stock is an online fashion store for lower-middle class women. It's one of the biggest online fashion stores in Indonesia. As a front-end engineer I developed:

- An in-house code push for the company's React Native app. I wrote a React Native plugin for the mobile app's code push logic, a Node js service for the app bundles CRUD, and a Jenkins job to integrate the code push with the company's CI.
- A React Native rewrite for the store's codebase. I contributed in rewriting the customer's facing online store app so the code for the web application and the mobile application sit in a single codebase as one React\* application.
- Various customer facing features such as the homepage revamp, a promotional program page "share to get free clothing", and socmed account linking. Those features are developed for both the web and mobile app with React and React Native. The code is written in Javascript ES2015 with Redux as the state management library.
- FE part of the company's warehouse management system which displays complex data across microservices using Javascript ES2015, isomorphic React, and Redux. Client side's request is minimized by developing a GraphQL server which then the client calls with Apollo Data.

## LitSync

Co-founder

2015 - 2016 (1 year)

LitSync is a platform that connects fiction writers and readers. In this app you can publish your fiction writing and read the works of other writers.

- Did a competitive research. Conducted interviews with target demographic and domain experts (fiction writers). Formulated the initial product offering and the product/market fit test scenarios.
- Work with the development team to build, measure, and improve the platform.
- Managed to onboard dozens of fiction writers into the platform.
- Gather feedback from readers and writers to improve platform. Results in 20% increase in lead generation.

## Suitmedia

iOS

August 2015 - December 2015 (5 months)

Bandung

Suitmedia is a software house made by the same founder of BukaLapak, one of the biggest marketplace in Indonesia. As an iOS engineer I developed an iOS app for:

- Indonesian Basketball League mobile app. This is the official app of IBL 2016 where user can watch live videos, see match recaps, and look at player's informations.
- GeekCamp, a tech conference in Jakarta. This app displays the conference information and allows users to mark their calendar and be alarmed for the events in this conference.
- HijUp, an online shop for muslim woman. I wrote one of the checkout page and a page for listing shipping prices.
- Tech stack used: native iOS development, Cocoa, Swift/Objective-C, Alamofire/AFNetworking, Realm, Crashlytics and Instabug.

## Zerabyte's Qwikmark

Android

May 2015 - July 2015 (3 months)

Qwikmark is a mobile app for marking, grading and reviewing of students assignments on mobile platform. I wrote parts of the android app using native android development (Java).

## Merchant of Emotion

Full Stack Engineer

November 2014 - January 2015 (3 months)

Bandung Area, West Java, Indonesia

Merchant of Emotion is a studio that produces theatrical performances and comic books. As the only engineer in the team of 9 I developed:

- An online ticketing system for one of their shows, including the customer facing ticket purchase page and the back office software
- An online parallax storybooks as one of the shows trailer similar with <http://hobolobo.net>, you can see it here if interested: [bit.ly/sunset-deity](http://bit.ly/sunset-deity)
- Tech stack used: this site is built as a monolith using Laravel

## Garuda Studio

Game Developer

June 2014 - August 2014 (3 months)

Garuda Games was one of the most famous game studio in Bandung. As an interning engineer, I developed:

- An MVP of an infinite scrolling game called "Undead Stampede" where players play as a driver of a fully armed bus chased by a zombie horde. This game is developed using Unity C#.

## The Jakarta Post Digital

### Web Developer

June 2013 - August 2013 (3 months)

Jakarta

The Jakarta Post Digital is the online division of The Jakarta Post newspaper company. As an interning front-end engineer I developed:

- A page to schedule and select destinations of a travel itinerary
- A page to display tourist attractions in Indonesia
- Tech stack used: a monolithic app development using Yii

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## Education

### General Assembly

Product Management · (2020 - 2020)

### Institut Teknologi Bandung

Bachelor, Computer Science · (2010 - 2014)