

Prima Puspita

CPO & Co-Founder · Business Analyst Lead

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Jakarta, Indonesia

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SUMMARY

I am Prima Puspita, a technologist based in Jakarta. I co-founded kuliahkemana.com, where I lead product and engineering as CPO (Chief Product Officer), and I spent the years before that as a Business Analyst Lead delivering core-banking, insurance and enterprise systems for Indonesian financial institutions. My work sits between the whiteboard and the terminal: running requirement workshops in the morning, reviewing pull requests in the afternoon. I care about clear acceptance criteria, boring infrastructure and interfaces that respect the people using them. Away from the keyboard I travel across Indonesia, Singapore and Sweden in search of good coffee and better street food — and I write about all of it here.

EXPERIENCE

CPO & Co-Founder

Mar 2022 — Present

kuliahkemana.com **Founder** · Jakarta, Indonesia · Remote

4y 7m

Co-founded a software studio that designs and ships SaaS products and bespoke platforms for fintech, insurance and education clients across Indonesia and Europe.

- Set the technical direction for a team of 12 engineers across backend, mobile and QA.
- Shipped a multi-tenant SaaS platform on Laravel and Filament serving 40+ business customers.
- Introduced an outcome-driven delivery process (discovery → prototype → pilot) that cut time-to-first-release by 35%.
- Built the internal design system and component library shared by every client project.

Laravel · Filament · Livewire · Flutter · PostgreSQL · Redis · Docker · AWS

Business Analyst Lead

Jan 2019 — Feb 2022

PT. Infosys Solusi Terpadu **Full-time** · Jakarta, Indonesia

3y 2m

Led the business analysis practice for core banking and insurance programmes, translating regulatory and product requirements into build-ready specifications.

- Owned requirement discovery for a core banking migration touching 3.2 million accounts.
- Ran workshops with product, risk and operations to align on a single functional specification.
- Mentored six analysts and introduced user-story mapping and acceptance-criteria standards.
- Reduced change requests after sign-off by 42% through prototype-first validation.

BPMN · UML · SQL · Jira · Confluence · Figma · Postman

Web Developer

Freelance Freelance · Jakarta, Indonesia · Remote

Jan 2012 — Jan 2014
2y 1m

Delivered websites, e-commerce shops and school information systems for local businesses while finishing university.

- Launched 20+ websites for SMEs, schools and community organisations.
- Built a school information system that is still in use today.

PHP · CodeIgniter · MySQL · HTML/CSS · JavaScript

EDUCATION

Master of Information Technology in Information Systems
Management

2026 — 2027

Asia Pasific University of Technology and Innovation · 3.82 / 4.00

Thesis on requirement-quality metrics for financial software projects.

SKILLS

Backend	PHP ●●●●●	Laravel ●●●●●	Filament ●●●●●	Livewire ●●●●○	Node.js ●●●●○	REST & Gra
Frontend	Tailwind CSS ●●●●●	Alpine.js ●●●●○	Vue.js ●●●●○	Three.js ●●●●○	GSAP ●●●●●	
Mobile	Flutter ●●●●○	Dart ●●●●○	React Native ●●○○○	App Store & Play release ●●●●●		
Data	MySQL / MariaDB ●●●●●	PostgreSQL ●●●●○	Redis ●●●●○	SQL & data modelling ●●●●●	Me	
Design	Figma ●●●●○	Design systems ●●●●○	UX research ●●●●○	Prototyping ●●●●○		
Business	Requirements engineering ●●●●●	BPMN & process mapping ●●●●●	User story mapping ●●●●●			
Analysis	Agile / Scrum ●●●●○					
Cloud/DevOps	Linux & Nginx ●●●●○	Docker ●●●●○	AWS ●●●●○	CI/CD (GitHub Actions) ●●●●○	Monitoring	

CERTIFICATIONS

Certified Business Analysis Professional (CBAP) — IIBA (ID CBAP-2021-118392)	May 2021
AWS Certified Solutions Architect - Associate — Amazon Web Services (ID AWS-SAA-8F2K3)	Feb 2023 – Feb 2026
Professional Scrum Master I (PSM I) — Scrum.org (ID PSM-I-731920)	Sep 2020
Laravel Certified Developer — Laravel Certification (ID LCD-2022-0417)	Nov 2022

LANGUAGES

- Indonesian** — Native
- English** — Professional working proficiency
- Malay** — Fluent

AWARDS

- Best Digital Transformation Project**
Indonesia Banking Technology Awards · 2021
- Top 10 Startup — Jakarta Startup Summit**
Startup Jakarta · 2023
- Outstanding Graduate Thesis**
Universitas Sumatera Utara · 2019