

Ivander William

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Professional Summary

Product leader with experience building B2B SaaS products across web, mobile, AI, and operational workflows. Led cross functional teams to improve how users work, from reducing manual effort and streamlining complex processes to shipping AI assisted features that increased speed, adoption, and business impact. Experienced in customer discovery, product strategy, prioritization, and outcome driven delivery, with a track record including 3× revenue growth, 5× faster processing workflows, and stronger product alignment across teams

Experience

Head of Product

Frontier.cool

Taiwan

June 2024 - Dec 2025

- Led **multi-product strategy** that drove **3× revenue growth** and improved cross-team alignment
- Directed **12-person cross-functional team** to deliver 3D, mobile, and AI features on time.
- Co-led **Material Intelligence (AI assistant)**, defining product vision and user journeys.
- Reduced **asset upload + 3D material processing time by 5×** through platform optimization.
- Established **data-driven, customer-centric workflows** that accelerated iteration and improved product quality.

Product Manager

Frontier.cool

Taiwan

July 2023 - June 2024

- Managed delivery of **IMS, 3D Viewer upgrades**, and **AI material recommendations**, improving efficiency and engagement.
- Implemented user behavior tracking, increasing **user engagement by 15%**.
- Initiated **ESG module for carbon-emission tracking** in digital fabric production
- Contributed to **cross-product roadmap**, prioritizing **web, mobile, 3D**, and **AI** features for maximum strategic impact.

Product Manager

Printerous

Indonesia

August 2020 - January 2022

- Launched an **AI-powered chatbot** on WhatsApp and web, reducing customer service workload by 30%.
- Enhanced the **Design Editor**, cutting storage use by **90%** and increasing adoption by **40%**.
- Developed a **B2B chat feature** to streamline customer-vendor communication.
- Coordinated with **multinational stakeholders** for the ideation and deployment of business strategies.
- Coordinated **cross-functional teams** to successfully introduce new product features, leveraging data-driven insights to improve user engagement and satisfaction.

Product Manager Intern

Printerous

Indonesia

June 2019- September 2019

- Conducted **user research** and created personas for B2B/B2C segments.
- Designed **mockups and wireframes** for a new ordering system.
- Assisted in **feature documentation** for website development

Education

National Taiwan University of Science and Technology

Master of Industrial Management (MBA)

GPA: 3.85

Thesis: Enhancing Urban Traffic Management in Taipei using Reinforcement Learning

Taipei, Taiwan

Sepuluh Nopember Institute of Technology (ITS)

Surabaya, Indonesia

Bachelor of Computer Science

GPA: 3.56

Thesis: Responsive MIS Interface Using UCD Methodology

Additional

Language: English, Chinese, Indonesia

Programming: Python, R, C/C++ , mySQL, MongoDB, Postman, HTML, CSS, JavaScript

Design & Prototyping: AdobeXD, Balsamiq

Analytic: Google Analytic, Clarity, Mixpanel

Project Management: Jira, Confluence

AI-Assisted Prototyping: Lovable, Claude, Cursor