

90 operational · 7 down · 103 tracked

Profile & Portfolio

Ihsan Nugraha — product leader by day, independent software practice after hours. This document pairs a professional profile with a set of production systems built, deployed, and operated solo.

CURRENT ROLE

Chief Product Officer, Sekolah.mu (PT Semester Integrasi Digital)

INDEPENDENT PRACTICE

Founder & sole engineer, Afteroffice Studio

TRACK RECORD

10+ years across product management, EdTech, and marketplace platforms

THIS PORTFOLIO

Nine live systems, each open for inspection at the links inside

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ABOUT

Product leadership, built to also write the code

Ihsan Nugraha is Chief Product Officer at Sekolah.mu, where he has led product for a curated education platform reaching over 13 million users since 2019, working with schools and industry partners across Indonesia. Before that, as Senior Lead Product Manager at Tokopedia, he ran the merchant & Official Store line — cutting merchant cancellation rates by roughly 75% and tripling Official Store growth within six months.

His background also spans national education policy (Ministry of Education and Culture), grassroots teaching in West Kalimantan (Indonesia Mengajar), technical product management at a branchless-banking social enterprise (RUMA), and 30+ published educational books for Indonesian schools. Afteroffice Studio is where that product judgment meets hands-on engineering: systems designed, built, deployed, and operated by one person, outside office hours.

Product Strategy & Leadership

Full-stack delivery — Next.js, Laravel, PostgreSQL, Docker

AI-integrated tooling

Research operations

Multi-tenant systems

Automation & bots

Team & people management

EXPERIENCE

2019 — Present

Chief Product Officer — Sekolah.mu

Leads product for Sekolah.mu, Karier.mu, Talentics.id, and Sekolah Murid Merdeka — a blend of online and offline learning built with schools and industry partners. Head of Product, Nov 2019 – Nov 2020, before this role.

2016 — 2019

Senior Lead Product Manager — Tokopedia, Merchant & Official Store

Led merchant core, tools, subscription, Official Store, and O2O. Reduced merchant cancellation rate ~75% and CS complaints 60%+; grew active merchants 70% and Official Stores 300% within six months; subscription revenue +80%. Best Employee of the Month, Mar 2016.

2015

Team of Ministerial Special Advisers — Ministry of Education and Culture RI

Set up the ministry's policy analysis unit (now PASKA); ran the Hackathon Merdeka 2.0 program; consolidated national and district education data, identifying 9,384 school dropouts for district follow-up.

2014 — 2015

Cohort Leader, Batch VIII — Indonesia Mengajar (Pengajar Muda)

Taught in West Kalimantan; trained 80 teachers across 23 sub-districts on creative teaching and basic IT; built a community-run library with 230 villagers, 60 students, and 7 teachers.

2012 — 2014

Technical Product Manager & Scrum Master — PT RUMA

Led technical development for apps used by 15,264 micro-entrepreneurs across 32 branches; designed RUMA's branchless-banking pilot with Bank Indonesia and Bank BTPN. Outstanding Employee, twice.

2007 — 2012

Book Author — CV Kalisa Pena

Authored 30+ educational books for Indonesian schools, spanning technology, leadership, and entrepreneurship for youth.

PORTFOLIO — AFTEROFFICE STUDIO

Nine systems, built and run solo

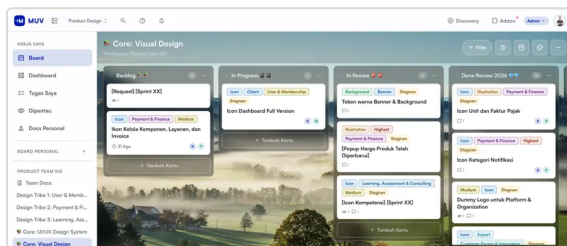
Each of these runs in production today. Status is read live from the same monitor the site itself uses — the facts below are pulled from the systems themselves, not restated from a case study.

MUV OPERATIONAL

PRODUCT PLANNING & TRACKING

Turning a backlog into a plan

A team knows what it's working on, but nobody can answer what deserves to be worked on next, or when. Built to weigh initiatives, place them in time, and show which one is holding another hostage — a product team moved onto it for real.



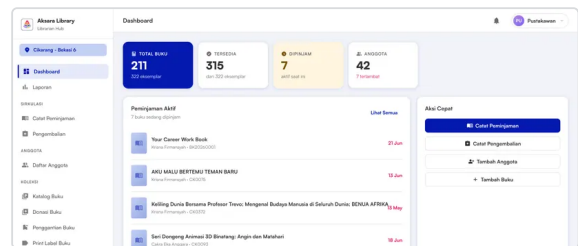
Replaced	Trello and ClickUp for a product team
Scale	67-model schema · 935 cards on one board
Built with	Next.js, Prisma, PostgreSQL, Docker
Live	muv.product-sid.us

AKS OPERATIONAL

MULTI-BRANCH OPERATIONS & REPORTS

One system across 56 branches

Each branch recorded things its own way, and nobody could answer a simple question without collecting files first. One library system now covers every hub, with data separation enforced at the data layer — reports are the reason it was built.



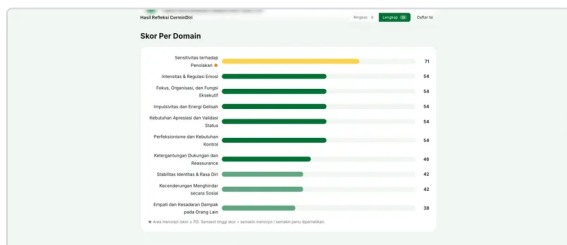
Replaced	A spreadsheet per branch, and paper records
Scale	56 hubs · 11,212 titles · 44,909 copies
Built with	Laravel, PostgreSQL, Docker, multi-tenant
Live	aksara.product-sid.us

CDR OPERATIONAL

SELF-REFLECTION AS A READABLE REPORT

Sixty questions become one report worth reading

The hard part was never the quiz but the output: a raw score means nothing to the person who filled it in. So the report explains how to read it before showing a single number — including what it cannot tell you.



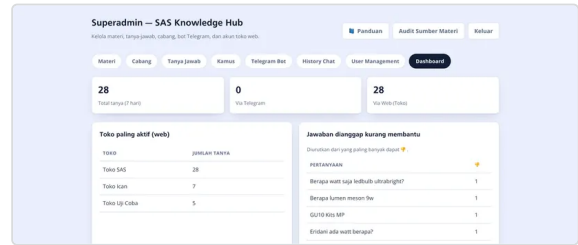
Assessment	60 statements · 10 domains · PDF export
Built with	Next.js, client-side scoring
Live	ican.product-sid.us/cermindiri

SKH OPERATIONAL

PRODUCT KNOWLEDGE ON DEMAND

One answer engine, two channels

A sales team fields product questions all day, and the answer shouldn't depend on who happens to pick up the question. Telegram and a web app share one engine, so they can never disagree — and the material behind it can be corrected without touching code.



Replaced	Manual replies dug out of old chat threads
Covers	Telegram bot + Web PWA + Superadmin panel
Built with	Node.js, Telegram Bot API, better-sqlite3
Live	sahabatadi.afteroffice.dev

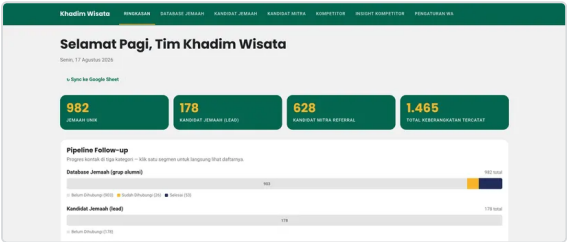
PORTFOLIO — AFTEROFFICE STUDIO (CONTINUED)

KHW OPERATIONAL

CLIENT RETENTION ON REAL SIGNAL

936 travellers, one system, no guessing who to call

Years of departure records sat in a spreadsheet nobody reopened after the trip. Now every past traveller is scored for outreach — welcome-back for repeat travellers, bring-your-group for the ones who've shown they recruit — with a one-click WhatsApp message templated for each.



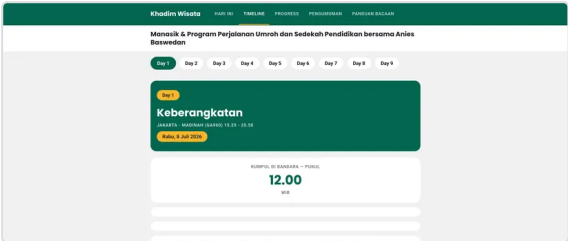
Replaced	A spreadsheet nobody reopened after the trip
Scale	936 unique travellers · 628 referral candidates · 9 competitors mapped
Built with	Node.js, Express, better-sqlite3
Live	khadim.afteroffice.dev

KHP OPERATIONAL

THREE PINS, THREE DIFFERENT PEOPLE

A companion app, gated by who's asking

The same departure has three different readers — the office team building the itinerary, the traveller checking today's plan, and the field crew logging it as it happens — so each gets its own PIN rather than one login pretending to fit all three.



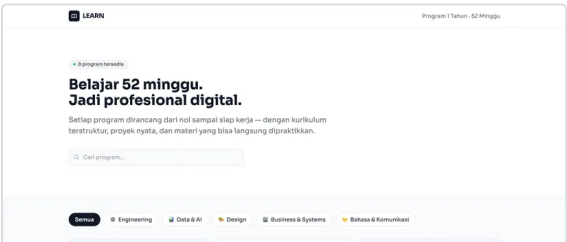
Covers	Admin builder · Traveller timeline · Field-team checklist
Built with	Node.js, Express, better-sqlite3
Live	khadim.afteroffice.dev/program

LRN OPERATIONAL

ONE BASE, EIGHT COURSE SITES

Eight course sites, one shared base

Every course needed its own site, but eight separate ones means fixing the same bug eight times. They share a single base, so adding a ninth course is a matter of writing the content rather than building again.



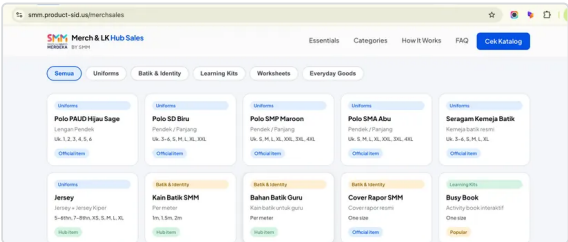
Scale	8 course sites from one base
Built with	Next.js, static export
Live	learn.product-sid.us

SMHC OPERATIONAL

SALES DATA YOU CAN ASK

Merchandise sales, askable from chat

Operators in the field aren't sitting at a computer, so sales figures have to be askable over chat, not just visible on a dashboard. The guide is written for someone using it for the first time — the part most tools skip, and the most common reason a good tool goes unused.



Scale	8,367 transaction rows
Built with	Node.js, Google Sheets API, Telegram bot
Live	smm.product-sid.us/merchsales

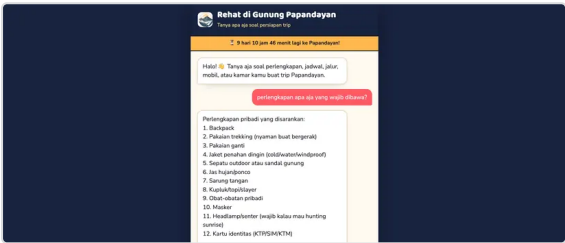
PORTFOLIO — AFTEROFFICE STUDIO (CONTINUED)

KDG OPERATIONAL

THE SAME ENGINE, A DIFFERENT NEED

Proof the answer engine reuses cleanly

Built to test a pattern, not just to ship a feature: the same matching engine behind SKH, rewired for a completely different need — event logistics instead of product sales — with zero login on the public side, a deliberate contrast with SKH's account-gated chat.



Covers	Public chat widget · Admin CMS · 18 Q&A entries
Built with	Node.js, shared match engine, no auth on the public side
Live	event-product-sid.us/papandayan/kerjadigunung

FULL CATALOGUE

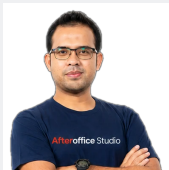
Everything else, tracked and checked

These nine are a sample. The rest of what's shipped — smaller tools, one-off automations, internal utilities — is listed with a live status check, refreshed automatically every six hours, so the list can't quietly go stale.

See the catalogue: afteroffice.dev/portofolio

Start with one problem, not a spec.

No requirements document needed — one process that's still manual, one idea that's hard to explain in a slide, is enough to start a conversation.



OPERATOR

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STUDIO

afteroffice.dev

Built alone, run alone, and open to inspection.