Prima Puspita

CPO & Co-Founder · Business Analyst Lead

hello@primapuspita.com
Jakarta, Indonesia
https://primapuspita.com
GitHub: github.com/
LinkedIn: linkedin.com/
X: x.com/
Instagram: instagram.com/

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
4y 9m

kuliahkemana.com Founder · Jakarta, Indonesia · Remote

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
3y 2m

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

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

Jan 2012 — Jan 2014
2y 1m

Freelance Freelance · Jakarta, Indonesia · Remote

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 Analysis	Requirements engineering ●●●●● BPMN & process mapping ●●●●● User story mapping ●●●●● 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