

# Unies Ananda

Product Engineer

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A generalist product engineer with proven track record building and scaling AI-powered applications serving 100K+ users. Successfully founded and led a B2C AI product from concept to acquisition in under a year, achieving rapid user growth and consistent revenue expansion through user-led product development.

Seeking opportunities to leverage product and AI expertise to drive innovation and growth at ambitious tech companies.

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## Work Experience

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**Bahasa.ai, Jakarta, Indonesia**

**January 2024 - Present**

**Product Engineer**

Develop and maintain Transkrip.com, the leading transcription app used by more than 100,000 users in Indonesia. Redesigned the landing page which increases conversion rate from 1% to 5%. Increased monthly revenue from IDR35 million to IDR100 million in two quarters through organic growth, paid ads, and customer focused and iterative product development.

Technologies and expertise: Next.js, React, TailwindCSS, Shadcn UI

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**Transkrip.xyz, Yogyakarta, Indonesia**

**March 2023 - November 2023**

**Founder**

Developed the leading transcription app for students and professionals in Indonesia from 0 to more than 50,000 users in months from organic growth, mainly social media and SEO. Grew monthly revenue from IDR0 to IDR35 million.

Technologies and expertise: Python, Flask, Express, React, Next.js, Postgres, Vercel, Docker, GCP, AWS

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## Education

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**Universitas Gadjah Mada, Indonesia**

**2012 - 2016**

**Bachelor Degree in Philosophy**

Graduated with 3.6 GPA.