

Zurdiana Zulkifli

✉ Zurdiana.Zulkifli@gmail.com ☎ +6016-900 7171 [in linkedin.com/in/Zurdiana-Zulkifli281](https://www.linkedin.com/in/Zurdiana-Zulkifli281)

Product Manager with 3+ years' experience building journeys within the Financial Services sector. Currently, leading the Innovation vertical at Phillip Securities Pte Ltd, managing multiple projects. Prior to this, I graduated from CIMB Bank's "The Complete Banker" program, thereafter, joined the Transforming Customer Journey team as a Business Analyst then progressed into a Product Manager role. My experience also covers Commercial and Retail banking where I have overseen the development of a Sales Productivity App, Lead generator website and an eKYC account opening mobile app and website.

WORK EXPERIENCE

Assistant Product Manager

Apr 2023 – Present

Manager, Innovation Vertical, FAME - POEMS, Phillip Securities Pte Ltd.

- Leading the innovation vertical, overseeing 2 projects.
- Developed the product strategy and roadmap.
- Working closely with a cross functional team including Business, Operations, Compliance, Risk, Customer Experience and Data.
- Manage and plan pre-deployment activities including testing, marketing and data analytics.
- Manage the selection and onboarding of vendors, evaluating financials, capabilities, compliance, risk and solutioning.

Associate Product Manager

Apr 2022 – Apr 2023

Assistant Manager, Retail Banking, CIMB Bank Berhad

- Managed an eKYC Savings Account opening mobile app, receiving an average of 10,000 downloads per month and simultaneously spearheading the development of an eKYC Savings Account opening web journey.
- Strong domain knowledge and experience working with eKYC solution, regulations, vendor management and end to end implementation.
- Leveraged Firebase analytics to develop a feature to reduce a friction point which resulted in a 20% increase in the accounts opened.

Business Analyst

Oct 2020 – Mar 2022

Executive/Assistant Manager, Commercial Lending, CIMB Bank Berhad

- Independently managed the development of a lead generation website.
- Uncovered user pain points, drafted solutions, prioritised features, crafted user stories, performed UAT and Regression.
- Developed a feature enhancement that gave SMEs continued access to apply for BNM funds during the Movement control order.
- Produced monthly product analytics report to leverage customer preferences, personas and engagement.
- Coordinated the troubleshoot and resolution of production issues with minimal impact to customer turnaround times.

Management Trainee

Oct 2019 – Sep 2020

The Complete Banker Programme, CIMB Bank Berhad

- Regional Digital Ecosystem, Commercial Banking - Supported the launch of a Straight Through Processing loan application journey.
- Transforming Customer Journey, Group Strategy & Design – Created a solution which resulted in a 30% reduction in loan application turnaround time.

Junior Accounts Executive

May 2019 – Sep 2019

Behn Meyer Sdn Bhd

- Managed company accounts, bank reconciliations and hedging forex transactions.

Business Development Intern

May 2018 – Jun 2018

Grab Sdn Bhd

- Strategised the expansion of a Grab Service by performing a SWOT analysis, market sizing and identifying partnerships and offerings to increase traffic.

EDUCATION

BSc (Honours) Accounting and Finance, Achieved a 2:1
University of Bristol, United Kingdom

2018

SKILLS AND ACHIEVEMENTS

Skills

- Agile/Scrum Methodology
- Roadmap planning and prioritisation
- Market Research & Data analysis
- Project Management
- Design Thinking
- JIRA/Confluence
- Tableau (Basics)
- Data Analytics with Python (Basics)

Achievements

- **Agile Hybrid Project Management** | Trainocate | 2022
- **Digital & Data Conquest Competition winner (out of 323 teams)** | CIMB ASEAN Competition | 2021
- **Data Analyst Master's Program in Collaboration with IBM (Business Analytics with Excel, Tableau Training, Power BI, Programming Basics and Data Analytics with Python)** | Simplilearn | 2021
- **Innovation Skills Trainee Programme (Design Thinking)** | Tandemic | 2020
- **DAT207x: Analyzing and Visualizing Data with Power BI** | edX, Microsoft | 2020
- **Fintech Foundations and Overview** | Coursera, The Hong Kong university of Science and technology | 2020