

MUHAMMAD RIZKY SYADRIE

SOFTWARE ENGINEER | FULL-STACK

Jakarta, Indonesia | Open to International Relocation | Visa Sponsorship Required

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PROFESSIONAL SUMMARY

Software Engineer with 6+ years of experience building enterprise-scale web platforms for financial services, e-commerce and digital businesses using React, Next.js, TypeScript, Node.js and cloud technologies. Delivered measurable business outcomes including substantial cloud infrastructure cost savings, improved customer acquisition through technical SEO and analytics, and enterprise platform modernisation initiatives. Brings an additional nine years of operational management experience within Indonesia's banking industry, combining strong engineering expertise with business, stakeholder and product thinking.

KEY ACHIEVEMENTS

- Achieved **up to 60% savings** in cloud media hosting expenses by refining storage lifecycles.
- Leveraged behavioral analytics and heatmaps to implement targeted UX enhancements, lowering the platform's bounce rate by **40%**.
- Designed end-to-end customer journey analytics that sharpened target segmentation, hitting a **70% qualified lead match milestone**.
- Led the enterprise-wide transition from legacy Ember.js to Next.js, boosting application load speeds by **85%** and stabilizing production environments.

PROFESSIONAL EXPERIENCE

PT Adira Dinamika Multifinance Tbk (IDX: ADMF) | Software Engineer | Jakarta, Indonesia

Aug 2022 - Present

Publicly listed automotive-financing company; a subsidiary of Bank Danamon and MUFG, serving customers across Indonesia.

- Optimized cloud media infrastructure costs through automated asset archival workflows, image delivery optimization, and storage lifecycle improvements.
- Engineered Google Analytics tracking across customer journeys, enabling business teams to improve campaign targeting, resulting in approximately 70% of generated leads matching defined target segments.
- Introduced Microsoft Clarity heatmaps and behavioural analytics to identify UX friction points, informing interface improvements that reduced website bounce rate by approximately 40%.
- Modernised a corporate web platform by migrating it from Ember.js to Next.js, creating a more maintainable foundation for performance, stability and continued product development.
- Led technical SEO modernisation by implementing structured data (JSON-LD), metadata optimisation, XML sitemaps, robots.txt improvements and AI crawler accessibility, strengthening organic discoverability and modern search compatibility.
- Re-architected article delivery by serving headless WordPress content through the primary Next.js domain via GraphQL, consolidating SEO value, analytics and conversion journeys; a competing e-commerce platform later adopted a similar promotional-article approach for lead generation.
- Contributed to momotor.id, a digital automotive financing platform supporting 100K-300K monthly visits and serving as one of Adira Finance's primary online customer acquisition channels, processing thousands of financing applications each month.
- Improved release reliability and engineering quality through Docker-based Jenkins CI/CD, Node.js and GraphQL microservice integration, Kibana production investigation, and SonarQube and Snyk security controls.

Binar Academy | Software Developer | Individual Contributor | Indonesia

Apr 2020 - Aug 2022

- Delivered full-stack product features as an individual contributor within Agile teams, supporting application stability, release readiness and ongoing client requirements.
- Engineered JWT-secured API services and reusable data modules for products, articles, leads, jobs, FAQs and users, including filtering and pagination.
- Improved backend efficiency and delivery quality through MySQL query optimisation, code reviews, technical documentation and systematic troubleshooting.
- Delivered responsive web interfaces and CMS capabilities for external client projects, translating business requirements into maintainable full-stack solutions.

CORE SKILLS

Frontend: React, Next.js, TypeScript, JavaScript, Tailwind CSS, Redux, responsive design, accessibility, Web Vitals

Backend & Data: Go, Node.js, Express.js, GraphQL, REST APIs, MySQL, PostgreSQL, MongoDB, Redis, JWT, microservices
Cloud, DevOps & Quality: Google Cloud, Docker, Kubernetes, Jenkins, GitHub Actions, Git, Jest, Cypress, SonarQube, Snyk, Kibana

Ways of Working: Agile methodologies (Scrum, Kanban), trunk-based development, CI/CD, code reviews, cross-functional collaboration, JIRA, Confluence

SELECTED PROJECTS

Alpha Stream | Crypto Market Intelligence Terminal

Production Side Project

Web3 market-intelligence product for the Pump.fun ecosystem, designed for dense market-data exploration and analytics.

- Built a responsive crypto market-intelligence terminal for exploring Pump.fun data, translating dense market information into a clear and efficient dashboard experience.
- Structured the frontend around reusable components and data-heavy interface patterns, demonstrating adaptability beyond conventional e-commerce and CMS products.

Tiny Bitty | E-commerce & Corporate Gifting

Commercial E-commerce Project

Commercial e-commerce platform for a premium FMCG cookie brand, supporting online ordering and corporate gifting.

- Designed and developed a mobile-first commerce experience for cookie products, bundles and corporate gifting, combining catalogue browsing, brand storytelling, cart functionality and WhatsApp-assisted ordering.
- Applied reusable Next.js components, SEO-friendly content structure and optimised image delivery to support discoverability, performance and conversion.

MVHome | Full-Stack ISP Platform & CMS

Enterprise Client Project

Enterprise broadband platform supporting digital acquisition, service-availability checks, onboarding and content management.

- Built a full-stack ISP platform and role-based CMS with Node.js, MySQL and APIs for products, articles, leads, careers, FAQs, users, banners and legal content.
- Delivered responsive customer journeys for coverage checking, product discovery, registration, SEO-friendly content and online job applications, enabling independent content management.

CERTIFICATIONS

- [Google Cloud Certified - Associate Cloud Engineer](#)
- Binar Academy - Full-Stack Web Application and Microservices Architecture

EDUCATION & PROFESSIONAL DEVELOPMENT

STEKPI (now Universitas Trilogi) | Bachelor of Business Administration | Jakarta, Indonesia

2007 - 2011

Binar Academy | Full-Stack Web Development Program | Professional Training

Feb 2020 - Jul 2021

PREVIOUS PROFESSIONAL EXPERIENCE

PT Bank Sinarmas Tbk (IDX: BSIM) | Operational Management | Indonesia

2011 - 2020

Publicly listed Indonesian commercial bank providing retail, SME and corporate banking services.

Spent nine years managing banking operations, developing strong capabilities in process improvement, regulatory compliance, stakeholder coordination, operational risk and service delivery before transitioning into software engineering.

ADDITIONAL TECHNICAL KNOWLEDGE

Testing: Jest, Mocha, integration testing, Cypress, static analysis.

Performance & SEO: Web Vitals, technical SEO, CDN concepts.

Cloud & Platform Exposure: Kubernetes, AWS EC2/S3/Lambda, Prometheus and Grafana.

LANGUAGES

Indonesian: Native | English: Fluent