

# Jeffry Alexsander

Frontend Software Engineer

Jakarta Barat, Jakarta Raya, Indonesia

■ alexsanderjeffry@gmail.com | ■ +62 813-8678-6880

■ Portfolio: <https://alxjeff182.github.io/porto> | LinkedIn: [linkedin.com/in/jeffry-alexsander-534b5b224](https://www.linkedin.com/in/jeffry-alexsander-534b5b224)

## Professional Summary

Senior Software Engineer with 6+ years of experience in frontend development. Skilled in Angular, React, Vue.js, Svelte, Ionic, and TypeScript, with a strong focus on UI/UX design, SEO optimization, and performance improvement. Proven ability to collaborate across teams to enhance conversion rates, search engine ranking, and user experience. Fast learner, problem solver, and dedicated to clean code and scalable solutions.

## Technical Skills

- Frontend: Angular, React, Vue.js, Svelte, Ionic, JavaScript, TypeScript, HTML5, CSS3, SCSS
- Backend: PHP, REST APIs
- SEO & Analytics: GA4, GTM, SEO strategy, Lighthouse optimization
- Tools & Design: Git, Figma, Marvel, Photoshop, Google Cloud, Microsoft Clarity, Ahrefs
- Practices: Agile/Scrum, Code Reviews, PWA Development, Cross-Browser Compatibility

## Professional Experience

### Senior Software Engineer

Farmaku.com – Jakarta

Feb 2019 – 2025

- Built and maintained user-facing features with Angular, PHP, and JavaScript.
- Developed reusable frontend components and optimized UI for performance.
- Improved Lighthouse scores and site performance.
- Led B2C, B2B, POS, and internal system development.
- Collaborated with SEO and content teams to improve search rankings.
- Partnered with marketing to boost website conversions.
- Conducted code reviews and mentored junior engineers.

### Software Engineer

Wave Consulting Indonesia – Jakarta

2019 (short term)

- Developed websites & applications based on client needs.
- Applied Agile methodologies using JIRA and TFS.

## Education

### Universitas Gunadarma

Bachelor of Computer Science (2014 – 2018)

## Highlighted Projects

### Farmaku.com – PT. Solusi Sarana Sehat

[farmaku.com](http://farmaku.com)

E-commerce pharmacy platform providing prescription & OTC drugs, health, and beauty products.

Developed reusable UI components, optimized performance, and collaborated with SEO teams to improve rankings.

### CDI Facility Services – PT. Catur Dharma Integritas

Mobile app for managing cleaning schedules, service requests, and customer communication in the facility services industry.

### My Stock by SecureRx – PT. Solusi Sarana Sehat

Internal inventory and stock opname app to streamline tracking, scanning, and reporting within the pharmacy supply chain.

### SecureRx POS – PT. Solusi Sarana Sehat

Point of Sales (POS) system for pharmacies to process transactions, sync inventory, and manage sales reports.

### SecureRx – PT. Solusi Sarana Sehat

[admin.securerx.id](http://admin.securerx.id)

Internal CMS and operational backbone for Farmaku.com, managing products, inventory, sales, and workflows.

### HRM by SecureRx – PT. Solusi Sarana Sehat

[hrm.securerx.id](http://hrm.securerx.id)

HR management system handling employee data, payroll, and attendance in a centralized platform.

### Mentari Express – Mentari Express Biro Jasa

[mentariexpress.net](http://mentariexpress.net)

Web platform and CMS for STNK services, license plate customization, and vehicle administration.

### Deli Metropolitan Group (Internal System) – Deli Metropolitan Group

Internal CMS to manage enterprise operations, workflows, and cross-department processes.

### Intersys Car Audio – Intersys.id

[intersys.id](http://intersys.id)

Company profile and e-commerce platform for a leading automotive audio and electronics brand.

### Media Audio – MediaAudio.id

[mediaaudio.id](http://mediaaudio.id)

Digital platform showcasing premium car audio and electronics with product catalog and e-commerce features.

### Massindo Mentari – Massindo Mentari

[massindomentari.com](http://massindomentari.com)

Corporate site and product catalog for a distributor of in-car multimedia electronics.

### Nexindo Audio Nugraha – Nexindo Audio Nugraha

[nexindo.com](http://nexindo.com)

Company profile and product showcase for PCA Professional Car Audio Indonesia.

### Toyota Motor Manufacturing (Reporting System) – PT. Toyota Motor Manufacturing Indonesia

Automated reporting system generating daily production reports, temperature monitoring, and alarm logs.

### Farmaku Article – PT. Solusi Sarana Sehat

[farmaku.com/artikel](http://farmaku.com/artikel)

WordPress-based content platform providing health, beauty, parenting, and wellness articles.

Inni Zheng He Carbon – PT. Inni Zheng He Carbon

[innizhcarbon.com](http://innizhcarbon.com)

Corporate site and SEO-optimized showcase for activated carbon products and industrial applications.

Begja Autotronics – PT. Filsound Utama Indonesia

[begja.net](http://begja.net)

Company profile and portfolio website for a leading Jakarta-based car audio and entertainment workshop.



Jeffrey Alexander

FRONTEND DEVELOPER

Senior Software Engineer with 6+ years of experience in frontend development. Skilled in Angular, React, Vue.js, Svelte, Ionic, and TypeScript, with a strong focus on UI/UX design, SEO optimization, and performance improvement. Proven ability to collaborate across teams to enhance conversion rates, search engine ranking, and user experience. Fast learner, problem solver, and dedicated to clean code and scalable solutions.



DOB: 25/01/1996



Website: <http://alxjeff182.github.io/porto>



Phone: 0813-8678-6880



Email: alexsanderjeffry@gmail.com

MY SKILLS



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EXPERIENCE

2019

DEVELOPER at Wave Consulting Indonesia

- Developed custom websites & applications based on client driven requirements and design documents.
- Experience in working software development tool used by agile teams - JIRA and TFS.

2019  
2025

SENIOR DEVELOPER at Farmaku.com

- SOFTWARE ENGINEER at Farmaku.com
- Develop and maintain user-facing features using PHP & Javascript.
  - Build reusable components and front-end libraries for future use.
  - Translate designs and wireframes into high-quality code.
  - Optimize components for maximum performance across a vast array of web-capable devices and browsers.
  - Collaborate with designers, back-end developers, and other team members to deliver high-quality products.
  - Stay updated with emerging trends and technologies in development.
  - Conduct code reviews and provide constructive feedback to team members.
  - Ensure the technical feasibility of UI/UX designs.
  - Collaborated with SEO & Content writer team to improve search engine & google rating
  - Develop Internal System, B2C, B2B applications

- SENIOR SOFTWARE ENGINEER at Farmaku.com
- Develop and maintain user-facing features using Angular
  - Translate designs and wireframes into high-quality code.
  - Collaborated with Marketing teams to improve the website and applications, increasing conversion rates.
  - Collaborated with SEO & Content writer team to improve search engine & google rating
  - Daily maintenance of code, debugging issues and solving clients problems
  - Develop Internal System, B2C, & POS applications
  - Integration with other businesses.
  - Improve lighthouse speed

EDUCATION

2014  
2018

Bachelor of Computer Science at Gunadarma University.

Kota Depok, Jawa Barat.

PROJECT

- CDI Facility Service (Internal System)
- DGProduction Jakarta (Compro)
- PT. Inni Zheng He Carbon (Compro & SEO) innizhcarbon.com
- PT. Toyota Motor Manufacturing (Reporting)
- Intersys Car Audio (Compro) intersys.id
- Media Audio (Compro) mediaaudio.id
- Massindo Mentari (Compro) massindomentari.com
- Nexindo Audio Nugraha (Compro) nexindo.com
- Begja Autotronics (Compro) begja.net
- Mentari Express (Compro & Internal System) mentariexpress.net
- Deli Metropolitan Group (Internal System)