

# Denny Ferdiansyah

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## SUMMARY

Senior Software Engineer with **over 10 years of experience** in Full-Stack Development, specializing in **TypeScript, Golang, PHP, Magento, and Wordpress**. Experienced in **architecting scalable systems**, optimizing performance, and integrating complex payment and logistics solutions. Proven ability to enhance platform stability, streamline business processes, and drive revenue growth through technical innovation. Skilled in real-time applications, **e-commerce solutions**, and cross-platform development, with hands-on expertise in **WebSockets, Firebase, ERP integrations, and third-party API integrations**. Passionate about building efficient backend systems and seamless user experiences to power high-performance applications.

## **PROFESSIONAL EXPERIENCES**

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### **BlueRock**

#### **Full-Stack Engineer**

**Australia, Remote**

Mar 2025 - current

- **Madmex** – Developed a custom WordPress theme and plugin featuring a store locator; optimized website and server performance through advanced caching configuration.  
**Key Achievement:** Improved page load speed by 50%, enhancing user engagement and store discoverability.
- **Vie Capital** – Enhanced performance and implemented new features for a Laravel-based lawyer group platform.  
**Key Achievement:** Reduced platform response time by 30%, enabling smoother case management workflows.
- **Ortho Tech** – Built a clinic management module integrated with CIN7 for seamless inventory and service synchronization.  
**Key Achievement:** Automated inventory and service tracking, reducing manual errors and saving staff 10+ hours/week.
- **EQ Saddlery** – Maintained Shopify theme and integrated systems including Rex, HubSpot, Lion Point, and Shopify via Laravel middleware.  
**Key Achievement:** Streamlined multi-system integration, improving order processing efficiency by 25%.
- **Global Spill** – Performed **maintenance and security updates** to address **WordPress vulnerability issues**.

- **Spill Crew** – Conducted **maintenance and vulnerability issue resolution** on **WordPress**.
- **Northcote Social** – Developed a **custom WordPress theme** and optimized performance using **Lando**.
- **Corner Group** – Created a **custom WordPress theme** and improved performance through **Lando** optimization.
- **Ngitung** – Built a **financial cash management and savings** mobile application for **Android and iOS** using **Flutter**, with **NestJS** as the backend service.

**ElectGo ( Lim Kim Hai Group )**  
**Senior Software Engineer**

**Singapore, Remote**  
**Sep 2023 - Mar 2025**

- **Architected Magento's Credit Terms Flow**, reducing transaction friction and improving payment flexibility, **leading to a 30% faster checkout experience**.
- **Redesigned Magento's Order Processing** for Multi-Warehouse Management, optimizing order workflow to **reduce fulfillment time by 25%** and ensure seamless stock allocation across multiple locations.
- Integrated Region-Specific Payment & Shipping Solutions in Magento, enhancing payment and logistics capabilities to **increase platform stability and minimize transaction failures**.
- **Led Magento's Mobile UI Optimization**, improving responsive design and UX, resulting in higher mobile conversion rates and a streamlined purchasing journey.
- Developed API **Product Recommendation using NodeJS (NestJS Framework)**, improving personalized product suggestions.
- **Built Product Listing UI in ReactJS**, displaying recommendation data for a seamless user experience.
- Monitored Magento System Performance with **New Relic**, ensuring stability and performance optimization.
- Integrated Overseas Shipping in Magento with **Easyship**, improving cross-border logistics.
- **Implemented Xendit Payment Integration for Magento (Indonesia)**, streamlining local transactions.
- Configured Magento's **Table Rate Shipping for Singapore**, optimizing regional delivery pricing.
- Managed Magento's Domestic **Shipping via Shipdeo & SAP**, ensuring accurate fulfillment for Indonesia.
- Integrated Magento with **Epicor ERP** for **real-time stock updates, synchronizing inventory across platforms**.

#### **Key Achievements** \_\_\_\_\_

- **Strategic Magento Enhancements:** Spearheaded Magento optimizations that accelerated revenue growth by **66.7%**.

- **Magento Architecture Leadership:** Acted as a decision-maker for Magento architecture, ensuring scalability, stability, and maintainability of e-commerce operations.
- Cross-Team Magento Collaboration: **Worked closely with stakeholders**, developers, and **business teams** to align Magento technical strategies with **business goals**.
- **Massive Cost Reduction in Magento Development & SEO**
  - Before joining, **ElectGo was spending up to \$300,000 per month** for Magento development and SEO services (4 developers + 3 SEO specialists).
  - Within **5 months**, I **reduced the developer contract** from 4 developers to only **1 maintenance developer**, cutting **change request costs to \$50,000 per month**.
  - After **1 year**, I successfully eliminated the need for an **SEO specialist**, training internal staff in **SEO and SEM**, further **reducing costs to \$20,000 per month**.

**Halosis**  
Senior Software Engineer

**Jakarta, Remote**  
Sep 2022 - Oct 2023

- **Led a development team** in designing and implementing a real-time chat system using **Laravel** (API), **WebSockets**, and **Firebase** (notifications) to enhance customer interactions.
- Developed a **chat management dashboard** with **VueJS 3**, allowing sellers and admins to monitor, respond to messages, and transfer chats to other agents.
- Built a **mini online store catalog** using **ReactJS** and **TailwindCSS**, improving product discovery and engagement.
- Implemented **Golang** for backend services handling **mini catalog** data, ensuring **high performance and scalability**.
- **Architected and integrated** an **omni-channel chat system** supporting **WhatsApp**, **Messenger**, and **Instagram** using **Laravel**, streamlining customer communication.
- Utilized **WebSockets** for real-time chat updates, ensuring seamless interactions.
- Integrated Firebase for push notifications, keeping users informed instantly.
- Made **critical technical decisions** on **system architecture**, scalability, and technology stack selection.

#### **Key Achievements**

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- **Reduced response time by 40%** by implementing a WebSocket-based real-time messaging system, improving user engagement.
- **Increased sales conversions by 20%** after launching a ReactJS-powered mini catalog, streamlining product discovery.
- **Lowered customer support costs** by automating inquiries with an **omni-channel chat bot**, optimizing resource allocation.

**Emkalab**  
Lead Software Engineer

**Bandung**  
Aug 2019 - Sep 2022

- **Led and delivered 30+ successful projects**, ensuring high-quality solutions tailored to client needs.
- **Designed and implemented scalable backend architectures**, improving system performance and reliability.
- **Optimized development workflows** by establishing clear **BRD** (Business Requirement Document) and **PRD** (Product Requirement Document) documentation, reducing project turnaround time.
- Integrated and developed **payment solutions, real-time systems, and web applications across various industries**.

### Key Achievements

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- **Achieved 99% Client Satisfaction** – Successfully delivered 30+ projects, maintaining a high customer retention rate through quality development and support.
- **Enhanced System Performance** – Improved backend efficiency by 40% by designing scalable architectures, leading to faster response times and better system reliability.
- **Reduced Development Cycles** – Streamlined workflows and introduced structured documentation, cutting down development time by 20%.

### Key Projects

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- **HSBC & Danamon** – Developed financial calculators using **HTML5, JavaScript, Laravel, and Tailwind**, enhancing customer financial planning tools.
- **Kiehl's** – Built an event website to support digital marketing initiatives.
- **The Boardwhisperers & InboundID** – Designed and developed custom WordPress themes for better brand identity.
- **Flight Information Display System** – Built a real-time FIDS using **Golang, ReactJS, and Redis Pub/Sub for Airports**.
- **Wedding Invitation System** – Developed a **Next.js**, powered invitation platform integrated with **WhatsApp Business API** for seamless guest interactions.
- **Payment Integrations** – Implemented **Doku** and **Xendit payment gateways** for **Amember** to enhance transaction processing.
- **ATM Machine Repair Service** – Built a service management system using **Golang, VueJS, and Flutter** to streamline operations

Rajamobil.com - Freelance

Jakarta, Remote

Software Engineer

Apr 2022 - Sep 2022

- Managed project delivery under tight deadlines, selecting **Laravel** to accelerate development and ensure timely completion.
- Developed a cross-platform application using **Flutter for website, desktop, Android, and iOS**, enabling Toyota service teams to monitor customer service bookings efficiently.
- Implemented **GetX** for state management, ensuring a smooth and reactive user experience.
- Utilized **WebSockets** for real-time updates, allowing Toyota service teams to receive instant booking notifications.

- Converted **Figma designs** into a fully functional **Flutter application**, ensuring UI consistency across all platforms.

### Key Achievements

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- Accelerated development by 15%** by leveraging Laravel, ensuring faster project completion.
- Enhanced customer experience** by launching a Flutter-based app, improving accessibility and usability across multiple platforms.
- Improved real-time monitoring** by **integrating WebSockets**, ensuring up-to-date service booking status for Toyota teams.

**Kemana.com**  
**Magento Developer**

**Bandung**  
Jan 2018 - Dec 2018

- Developed custom **Magento themes** to ensure brand consistency across multi-store e-commerce platforms.
- Implemented **Midtrans Payment Gateway** integration, enhancing payment processing efficiency.
- Built the 'Share It' module for Magento 1.9, enabling seamless social media sharing and increasing user engagement.

### Key Achievements

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- Boosted Social Media Traffic by 25%** – Designed and implemented the 'Share It' module, increasing customer referrals and engagement.
- Improved Payment Success Rates by 20%** – Integrated **Midtrans Payment Gateway**, reducing transaction failures and enhancing checkout efficiency.
- Strengthened Brand Identity – Developed custom **Magento themes** for **multi-store setups**, ensuring a consistent brand experience across all storefronts.

### Key Projects

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- 3second.co.id**  
Customized and developed themes for a multi-brand e-commerce platform supporting various store brands, including 3Second, Greenlight, Moutley, Famo, FMC, and Hanna. Ensured consistent branding and functionality across all stores, delivering a seamless user experience tailored to each brand's identity.
- tokowahab.com**  
Optimized website performance, achieving a 30%+ improvement in Google PageSpeed Insights scores (from 45 to 80). Implemented enhancements to boost loading speed, responsiveness, and overall site efficiency, resulting in an improved user experience and SEO performance.

- **al-ikhsan.com**  
Developed a fully functional e-commerce platform from scratch using Magento 2. Translated designs from Adobe XD into a responsive, user-friendly interface. Delivered a robust online shopping experience with seamless navigation, optimized for performance and scalability.
- **celebrityfitness.com**  
Designed and built a fitness appointment and member registration system. Created an intuitive and efficient platform to streamline booking processes and manage memberships, enhancing user engagement and operational workflow for the fitness brand.

**Zi.Care** **Karawang**  
**Developer & System Implementer** Jun 2017 - Jan 2018

- Developed role-based dashboards to streamline administrative tasks and improve user experience.
- Integrated **BPJS** and **INACBG's** systems to enhance **Healthcare claim** processing efficiency.
- **Led legacy database migration**, ensuring system reliability and seamless data transition.

**Key Achievements** \_\_\_\_\_

- **Reduced Administrative Workload by 30%** – Built custom dashboards for different user roles, automating workflows and improving efficiency.
- **Optimized Healthcare Claim Processing** – **Integrated BPJS and INACBG**, accelerating claim approvals and reducing manual intervention.
- Improved system reliability through the successful **migration of legacy databases**, guaranteeing uninterrupted service and long-term scalability.

**Vamosh Group** **Bandung**  
**Developer & Digital Marketing Specialist** Oct 2013 - Oct 2016

- **Developed and maintained responsive e-commerce websites**, enabling a seamless transition from offline to online sales.
- **Implemented SEO & SEM strategies** to enhance search rankings and drive organic traffic.
- Managed digital marketing campaigns across **Facebook, Twitter, and Instagram**, increasing brand visibility and customer engagement.

## **Key Achievements**

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- **Accelerated Sales Growth by 300%** – Led the migration from an **offline store** to an **online platform**, achieving a **300% increase in sales** in the first year.
- **Sustained Growth with a 40% Sales Increase** – Optimized SEO, SEM, and digital marketing strategies, driving an **additional 40% sales growth** in the second year.
- **Recognized as a Top Brand** – Helped Vamosh Group achieve the title of "**Top Muslim Clothes Brand on Tokopedia**" in 2014 through strong online presence and marketing efforts.
- Improved Search Visibility – **Enhanced SEO strategies**, boosting search engine rankings and organic traffic.
- **Increased Social Media Engagement** – Managed targeted digital marketing campaigns, resulting in higher audience interaction and brand awareness.

## **EDUCATION**

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**Piksi Ganesha Polytechnic, Bandung**  
Management of Informatics

Bachelor Degree  
2011 - 2015

## **Education Certification**

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- **1st Place Winner: Web Design Contest**

## **Certification**

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- **SEO & SEM Strategy by iPaymu**

## **SKILLS**

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### **Backend Development**

- **Languages:** Golang, PHP, Javascript, Typescript
- **Frameworks:** Go-Fiber, Laravel, Node JS, Nest JS, Express JS, Codeigniter, ElysiaJS
- **Database:** MySQL, PostgreSQL, MariaDB, MS SQL
- **API Development:** RESTful APIs, GraphQL, Swagger/OpenAPI, Scalar
- **Architecture:** Microservices, Event-Driven Design, DDD
- **Messaging & Streaming:** RabbitMQ, Web Socket
- **Performance & Caching:** Redis, Memcached, Elasticsearch, Opensearch
- **DevOPS & CI/CD:** Docker, Jenkins, Github Actions, Gitlab CI/CD

- **Security:** JWT, OAuth2, SSO, Penetration Testing

### **Frontend Development**

- **Languages:** Javascript, Typescript, Flutter
- **Frameworks:** ReactJS, VueJS, ViteJS, NextJS
- **State Management:** Redux, Thunk, GetX, Pinia, Zustand
- **Styling:** Material UI, Ant Design, TailwindCSS
- **Testing & Quality:** Jest, Cypress
- **Performance Optimization:** Lazy Loading, Progressive Loader, PWA ( Progressive Web App )
- **Micro Frontend:** Webpack Module Federation, Single SPA
- **API Integration:** RESTful APIs, WebSockets

### **Leadership & Problem-Solving**

- **Agile Project Management:** Scrum, Kanban, JIRA, Trello, OpenProject
- **Team Leadership:** Mentorship, Code Reviews, Collaboration
- **Problem-Solving:** Debugging, System Optimization, Best Practices
- **Continues Learning:** Staying updated with industry trends