

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

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

- **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

- **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

- **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
Software Engineer

Jakarta, Remote
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 ---

- **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 ---

- **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 ---

- **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-ikhshan.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

Developer & System Implementer

Karawang

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

Developer & Digital Marketing Specialist

Bandung

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

- **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

Piksi Ganesha Polytechnic, Bandung
Management of Informatics

Bachelor Degree
2011 - 2015

Education Certification

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

Certification

- **SEO & SEM Strategy by iPaymu**

SKILLS

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