

# Gede Wisnu Setiawan

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## Summary

A Software Engineer with over 5 years of experience in the Surabaya startup ecosystem, specializing in transforming complex business challenges into scalable digital solutions. My core expertise includes backend development with Go, Python, TypeScript, and PHP, alongside modern frontend frameworks like Next.js and Nuxt.js.

Beyond technical execution, my entrepreneurial background provides a unique perspective on market needs and operational efficiency. I have successfully delivered impactful products, such as a custom ERP for a beauty clinic and an online psychological testing platform. I am a dedicated problem-solver committed to creating technology that drives business success.

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## Career History

### Software Engineer at McEasy

Aug 2022 - Present (3 years 6 months)

Core backend engineer for the Transportation Management System (TMS), evolving the platform from a monolithic Python legacy system to a scalable Go (Golang) microservices architecture. Responsible for the end-to-end lifecycle of critical logistics modules including Fleet Planning, Route Optimization, and Vendor Assignment. Responsible for the end-to-end lifecycle of critical logistics modules while driving engineering standards and developer experience initiatives.

#### Key Impacts:

- **Microservices Architecture (TMS V2):** Co-developed the transition to a Golang microservices ecosystem. Built the foundational Order Service and Fleet Planning Service, handling complex logic for delivery orders, vehicle assignment, and multi-point route sequencing.
- **Real-Time Automation:** Co-developed an event-driven automation engine using Kafka. Consumed real-time GPS telemetry from IoT devices to trigger automated geofence-based status updates (Pickup/Dropoff completion), significantly reducing manual data entry.
- **Route Optimization Logic:** Implemented algorithms for the Route Optimization module, processing bulk delivery orders to automatically generate efficient vehicle assignments and route tasks.
- **Engineering Standards:** Enforced a "Design-First" culture by standardizing Technical Design Documents (database schema, API contracts, logic flow) before implementation. Achieved high system reliability through rigorous Golang Unit Testing and E2E Testing (Mocha/Chai).
- **Developer Experience (DX):** Initiated a centralized repository for operational scripts to eliminate knowledge silos. optimized the team's API workflows by implementing automated Postman scripts and environment management.

- **Integrations & B2B:** Led the backend integration with Accurate (Indonesian Accounting Platform) and co-developed the Vendor Assignment module, enabling secure multi-tenant fleet dispatching to external partners.

## **Lead Full Stack Engineer & Digital Strategist at PT Energi Djiwa Muda**

Jul 2021 - Aug 2022 (1 year 2 months)

Joined as a founding technical partner to lead the digital transformation of a holding group managing diverse business units (Medical Distribution, Premium Services, and F&B). Architected and built the group's core internal systems from scratch while overseeing brand identity and digital operations.

### **Key Impacts:**

- **Custom Multi-Tenant ERP System:** Engineered a scalable Point of Sales (POS) & ERP platform using Laravel and PostgreSQL. Designed a versatile architecture supporting mixed business models within a single ecosystem:
  - Retail & Distribution: Managed end-to-end inventory, purchasing, and finance for medical distribution (PT EDM, CV DSU) and F&B brands (Benelove, OGOOD).
  - Service & Job Costing: Implemented complex service tracking for Nevel (Auto Detailing) with automated material consumption logic, alongside pure service sales for Teman Makan Bali (Marketing Agency).
- **Digital Agency Lead:** Directed digital strategy and operations for SME clients. Managed the complete technical setup of e-commerce channels (Tokopedia, Shopee), Google Business profiles, and social media infrastructure to drive online revenue.
- **Brand Identity & UI/UX:** Designed the complete visual identity (Logo, UI/UX, Marketing Assets) for 5+ internal brands. Bridged the gap between technical functionality and user experience for internal tools used by operational staff.

## **Software Engineer at CV Sinar Laut (Trackscope)**

Nov 2020 - Jun 2021 (8 months)

Served as a core developer for a GPS hardware and telematics provider. Responsible for maintaining the fleet tracking software and bridging the gap between hardware protocols and the web dashboard for enterprise clients, including MGM Bosco (800+ refrigerated vehicles).

### **Key Impacts:**

- **IoT & Hardware Integration:** Integrated raw GPS device protocols into the web application. Decoded hardware "Code Books" to parse hex/string data from devices, ensuring accurate location and status reporting.
- **Device Command Gateway:** Developed a web-based SMS Command Interface, replacing manual phone-based configuration. Allowed support staff to remotely configure, reset, or cut off engines for GPS devices via the dashboard.
- **Legacy System Maintenance:** Maintained and optimized the core Fleet Management Dashboard (Native PHP). Ensured system stability for high-value clients managing logistics fleets.
- **Digital & IT Operations:** Built the company profile website and digital sales collateral (PDFs) to support the sales team. Managed office IT infrastructure and network stability to ensure business continuity.

## Software Engineer at PT Tatacipta Teknologi Indonesia

Aug 2020 - Oct 2020 (3 months)

Recruited by university faculty to commercialize and extend my undergraduate thesis research into a production-grade E-Government solution. Developed the "SPBE Master Plan Management System" to assist government units in complying with Presidential Decree (Perpres) No. 95/2018 on Electronic-Based Government Systems.

### Key Impacts:

- **GovTech Product Development:** Transformed academic research into a functional web application for managing Government Master Plans.
- **Compliance Modules:** Engineered the "SPBE Monev" (Monitoring & Evaluation) module, enabling digital tracking of government project milestones against national standards.
- **Scoring Logic:** Implemented the "SPBE Indeks" algorithm to automatically calculate the maturity rating of government units based on audit input data.
- **Rapid Delivery:** Delivered the fully functional extension modules within a strict 3-month timeline before transitioning to the private sector.

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### Skills

Postgresql, Database MySQL, Laravel Framework, Pemrograman PHP, Pemrograman Python, Pemrograman JavaScript, Typescript Programming, Next.JS, Nuxt.JS, Pemrograman Golang

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### Languages

Bahasa Indonesia, Inggris

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### Education

**Magister Manajemen Teknologi** from Institut Teknologi Sepuluh Nopember

Finished 2025

**Sarjana Komputer** from Universitas Surabaya

Finished 2020