

MUHAMMAD SYAMSUL ARIFIN

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PROFESSIONAL EXPERIENCES

Senior Software Engineer at Tokopedia/ByteDance (Jan 2022 - Dec 2025)

Highlights:

- led the development of “automatic advertisement” at Tokopedia. It increased yearly revenue by 20 percent.
- Improved average order rate of Tokopedia seller (40% increase) by adding “keyword targeting” feature
- Decrease advertising cost of our seller (5% average) by introducing an “impression limiter” system.
- Expand “automatic advertisement system” to a new type of advertisement in our platform (headline ads), generating additional 100 millions IDR monthly revenue.
- 100% success rate of onboarding junior engineers by grooming and mentoring sessions.

Software Engineer at LinkAja (Nov 2020 - Dec 2021)

Highlights:

- Decrease operational cost by 50 millions IDR monthly by planning and executing system migration to a new cloud provider.
- Decrease an API latency by 23 percent by introducing table partitioning in the system.
- Create a standard within the team by documenting the pattern within our codebase
- Deliver 100% on time project execution deadline by extensively communicating with every stakeholders to resolve and identify blocking items.
- 0 critical bug for every release feature by thorough planning and assessment.

Software Engineer at Alterra (Sept 2019 - Okt 2020)

Highlights:

- Increase revenue by 7% with automatic selection of a billing providers (billers)
- Decrease top-up failure rate by 25% by automatic failover technique in our selection process
- Successfully integrate 5 new billing providers (billers). Hence, our users can now select products for these newly integrated billers.
- Promote users trust by increasing success rate of top-up flow and 25% decrease in failure rate

RELATED SKILLS

- **System Design** (Software Architecture, Software, Event-Driven System, Database)
- **Machine Learning and Artificial Intelligence**
- **Clean Code and Design Pattern**
- **Programming Languages** (Golang, Python, JavaScript, Java, C++)
- **Network Communication** (HTTP/HTTPS, RPC, and GQL.)
- **System Monitoring & Debugging**
- **Cloud Computing** (AWS, GCP)
- **Data Pipeline & CI/CD**
- **Project Management & Execution**
- **Software Development Lifecycle**

EDUCATION & CERTIFICATIONS

- **BSc in Engineering Physics**, Institut Teknologi Bandung (ITB) - (2013-2018)
Thesis: “Event-Based Control for Quadrotor Positioning”
- **AWS Cloud Practitioner**, Familiarity with major AWS cloud’s products such as EC2, EBS, EFS, S3, etc with their general usage.
- **IELTS**, English language proficiency: 7.5/C1 (overall)
- **Technical Portofolio**, <https://github.com/msyamsula/portofolio> (feel free to explore this)

HONORS, AWARDS

- **Best Paper Awards**, International Conference on Industrial Internet of Things (2018)
- **Cumlaude Awardee**, Given by ITB for graduate with distinction (2018)
- **Ganesha Karsa**, Given by ITB, it is an award for showing excellence outside college environment (2015)

- **Gold medalist**, Given by Indonesian Ministry of Education for winning Physics competition for college students (2015)
- **Silver medalist**, Given by Indonesian Ministry of Education for winning Physics competition for high-school students, (2015)

PUBLICATIONS

- *“Communication-Efficient Optimal-Based Control of a Quadrotor UAV Using Event-Triggered Mechanism”*
- *“Experimental Modelling of a Quadrotor Using Local Positioning System”*
- *“Opinion Formation for Decision Making Process in Command, Control, Communications, Computers, Intelligence, Surveillance, and Reconnaissance”*
- *“Switching Model of a Dynamic Social Network”*

Notes: all of the papers can be seen at IEEE website (<https://ieeexplore.ieee.org/>)