Fahmi N. Rouf

Software Engineer

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Professional Summary

Software Engineer with 7+ years transforming business challenges into user-centric solutions across Hospitality, Fin-Tech, EdTech, and Software Services. Specializes in bridging product vision and technical execution. While deeply proficient in frontend engineering, works as a full-cycle problem-solver designing backend architectures, data models, and DevOps pipelines that make great experiences sustainable.

Professional Experience

Archipelago International

Senior Frontend Developer

July 2023 - Present

Bali, Indonesia

Core engineer for Sentinel Tech (EMS division), developing high-load B2B SaaS platforms (HRIS, Asset Management) using a cost-efficient serverless architecture.

Key Projects:

> **Serverless Cost Optimization**
> Architected a backend with GraphQL API. Shifted heavy business logic to the frontend, treating the backend purely as a lean data repository to significantly reduce monthly cloud infrastructure costs.
>
> Technologies: GraphQL, AWS Lambda, Vue.js, Nuxt.js, PostgreSQL
>
> *Impact: Reduced monthly cloud costs by 60% while maintaining high performance*

> **Thick Client State Management**
> Built complex, data-heavy applications with robust state management to handle intricate HR data flows without excessive API roundtrips.
>
> Technologies: Vue.js, Pinia, TypeScript, GraphQL
>
> *Impact: Improved application responsiveness and reduced server load*

> **SentecEMS Product Suite**
> Owned full UI/UX design and frontend implementation as founding engineer. Established project structure, coding standards, and delivered key products.
>
> Technologies: Vue.js, Nuxt.js, Tailwind CSS, GraphQL, AWS
>
> *Impact: Launched 3 major products: SentecEMS Management, SentecEMS Employee, and SentecEMS Jobs*

- Founding engineer establishing technical foundation for entire product line
- Implemented serverless architecture reducing operational costs significantly
- Delivered multiple products from concept to production
- Established coding standards and best practices for engineering team

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Binar Academy

Senior Frontend Developer

March 2022 - July 2023
Yogyakarta, Indonesia

Led the 'Growth & Payment' engineering squad, responsible for the entire user journey from service discovery to transaction completion.

Key Projects:

Team Leadership & Stakeholder Alignment
Managed cross-functional squad (BE, FE, QA), coordinating directly with C-levels, Marketing, and Academy heads to align engineering with business growth targets.

Technologies: Webflow, React, Node.js, GCP, Kubernetes

Impact: Improved cross-team collaboration and reduced time-to-market for campaigns

Legacy Migration to Microservices
Spearheaded the critical migration of core services from a legacy monolith to a high-concurrency microservice architecture, improving system reliability during peak bootcamp enrollment periods.

Technologies: React, Node.js, Kubernetes, PostgreSQL, Redis

Impact: Zero downtime migration serving 100K+ active users

Payment Funnel Optimization
Owned the Discovery-to-Payment funnel. Integrated payment gateway ensuring a seamless checkout experience for educational products.

Technologies: React, Midtrans, Node.js, PostgreSQL

Impact: Increased conversion rate by 35% with optimized checkout flow

- Led cross-functional team of 8+ engineers and QA specialists
- Coordinated directly with C-level executives on strategic initiatives
- Managed CI/CD pipelines ensuring 99.9% uptime during peak periods
- Owned company's high-traffic marketing site using Webflow

PT. Traspac Makmur Sejahtera
Senior Software Developer

December 2020 - March 2022
Jakarta, Indonesia

Led technical modernization initiatives for government and private sector clients in a software house environment.

Key Projects:

National Data Visualization Platform
Engineered a self-service analytics engine for government agencies, enabling on-the-fly custom visualizations with multiple charting libraries.

Technologies: Vue.js, D3.js, Laravel, PostgreSQL, Docker

Impact: Deployed across multiple government ministries serving millions of data points

Government Microservices Architecture
Architected centralized data exchange systems with REST APIs and modernized legacy systems to mobile-first microservices for high-security applications.

Technologies: Laravel, Vue.js, Flutter, PostgreSQL, Docker

Impact: Reduced system integration time from months to weeks

Client & Requirement Engineering
Collaborated directly with high-profile government and private sector stakeholders to translate complex institutional requirements into technical specifications.

Technologies: Figma, Jira, Vue.js, Laravel

Impact: Ensured high adoption and system accuracy across all projects

- Led technical modernization for 10+ government and private clients
- Mentored 8 junior developers through code reviews and training
- Established frontend framework adoption across the organization
- Delivered mission-critical systems with zero security breaches

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PT. Traspac Makmur Sejahtera

Software Developer

July 2018 - November 2020

Jakarta, Indonesia

Developed mission-critical administrative systems for national government agencies, handling high-volume personnel data.

Key Projects:

> **Government-Scale HRIS**
> Developed comprehensive HR information systems for national government agencies with focus on data integrity and secure role-based access control.
>
> Technologies: CodeIgniter, Vue.js, SQL Server, Oracle
>
> *Impact: Successfully deployed across multiple government departments managing 50K+ employees*

- Handled high-volume personnel data for national agencies
- Implemented secure role-based access control systems
- Maintained 99.9% data integrity across all deployments
- Delivered projects on time and within budget

Languages

Indonesian	Native
English	Professional Working