

Work Experience

AI Engineer **Brainzyme** **Aug 2025 - Present**
Edinburgh, United Kingdom

Brainzyme is a performance and wellness company using science-backed products and digital systems to improve customer experience and brand growth.

- Developed and deployed a multimodal AI customer support chatbot across web, WhatsApp, and email, improving response scalability and consistency by using Retrieval-Augmented Generation (RAG) grounded on internal FAQs and knowledge bases.
- Built an AI-powered audit layer to evaluate chatbot responses against internal guidelines and quality standards, strengthening governance and reducing the risk of off-brand or low-quality outputs.
- Built a zero-to-one AI content generation pipeline for image and video assets, integrating generative models, workflow automation, and scheduling to automate creation, review, and publishing of brand-aligned social media content.
- Automated operational workflows, including order-processing support, to reduce manual effort and improve execution speed across business processes.

Business Intelligence Lead **Jet Commerce Indonesia** **Jul 2023 - Jul 2024**
Jakarta, Indonesia

Jet Commerce Indonesia is an e-commerce enabler supporting brands with marketplace operations, analytics, and growth strategy.

- Led a 5-person BI team in building the company's data architecture from 0 to 1, establishing a scalable foundation for analytics, reporting, and business decision-making.
- Built data collection workflows by developing web scraping and API-based pipelines using Selenium, BeautifulSoup, and Python, reducing manual data gathering effort.
- Designed and optimized end-to-end ETL and dashboard workflows, improving reporting speed and visibility for business stakeholders.
- Partnered with cross-functional teams to translate data insights into actionable business strategies, supporting operational and commercial decision-making.

Business Intelligence Senior Associate **Lazada Indonesia** **Nov 2022 - Jun 2023**
Jakarta, Indonesia

- Delivered decision-ready analysis to senior stakeholders to support strategic planning and performance management.
- Automated recurring performance reporting using SQL and Python, improving reporting efficiency and reducing manual work.
- Built data pipelines for recurring business reporting, streamlining data extraction and improving reliability.

Business Intelligence Associate **Shopee Indonesia** **Oct 2021 - Nov 2022**
Jakarta, Indonesia

- Built dashboards and data models to improve visibility into business operations and support faster decision-making.
- Engineered an automated user-list generation for marketing campaigns, streamlining execution workflows.
- Applied predictive modeling to analyze workforce performance and retention, supporting people and operational planning.

Maintenance Analysis Engineer **Chandra Asri Group** **Oct 2019 - Oct 2021**
Banten, Indonesia

- Built analytical models and Tableau dashboards to support production and maintenance decision-making.
- Redesigned maintenance reporting workflows to improve process clarity and operational tracking.
- Implemented predictive maintenance monitoring, backlog tracking, and plant alert reporting to improve maintenance planning.

Education and Certifications

- **M.Sc. Data Science**, The University of Edinburgh, United Kingdom. **2024–2025**
- **B.Eng. Chemical Engineering**, Institut Teknologi Sepuluh Nopember, Indonesia. **2015–2019**

Technologies and Languages

- Languages: Python, SQL, Scala, R, JavaScript
- Technologies: PyTorch, scikit-learn, OpenCV, BigQuery, Postgres, Tableau, Power BI, Looker Studio, Vertex AI, GCP, n8n, APIs
- Other: Generative AI, LLMs, RAG, LangChain, LangGraph, ETL, Data Modeling, A/B Testing, Web Scraping