





Muhammad Nurul Akbar (Babono)

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Education

 **National University of Singapore**

Singapore

Master of Science in Smart Industries and Digital Transformation

2024 - 2025

- Graduate Certificate in Computing Foundation II
- Under Indonesian Government Scholarship (LPDP)

 **University of Indonesia**

Depok, Indonesia

Bachelor of Computer Science

2010 - 2014

 **University of Queensland**

Queensland, Australia

Bachelor of Information Technology

2014

- Major in Software Information Systems

Work Experience

 **Arketipe**

2 years 5 months

Co-Founder & Tech Consultant

May 2023 - Present

- Co-founded a digital transformation consulting firm specializing in end-to-end product development, from discovery to impact monitoring.
- Provided expert technical guidance, collaborating closely with internal designers, product managers, and client organizations.
- Integrated technical solutions across the entire product development lifecycle for diverse client projects.

 **NUS School of Computing**

6 months

Postgraduate Teaching Assistant

Jan 2025 - Jun 2025

- Provided in-class assistance and graded assignments and quizzes to ~80 master students for IT5007 Software Engineering on Application Architecture module (Fullstack Development course).

 **Shopee**

4 years 8 months

Engineering Manager - Games

Jan 2022 - Aug 2024

- Served as a Engineering Manager / Studio Lead, leading a Games Studio of 20+ BE and FE engineers.
- Collaborated closely with the Shenzhen Games Studio to deliver high-performance games for Shopee's multi-country platform.
- Implemented end-to-end product telemetry (client & backend) and observability (dashboards, SLOs, alerting) to proactively detect issues and guide data-driven improvements.
- Managed performance appraisals for all team members and served as Hiring Manager, conducting 100+ software engineer interviews.
- Fostered a learning culture by maintaining knowledge repositories and facilitating sharing sessions.

Lead Software Engineer, Frontend - Growth

Apr 2020 - Dec 2021

- Entrusted by the Head of Engineering to lead the Frontend Chapter, managing over 20 frontend engineers across 5 units team.
- Directed over 40 growth projects, implementing key initiatives to enhance deliverable quality and streamline development workflows of frontend domain.
- Served as reporting manager, providing direct people management and professional development for team members.

 **CT Corp Digital**

7 months

UX Engineer

Sep 2019 - Mar 2020

- Spearheaded the end-to-end development of the CT Corp Digital Company Profile website, showcasing its role as CT Corpora's digital transformation arm.
- Developed and launched multiple campaign websites for Transfashion brands, including GEOX and Hugo Boss.
- Led the prototyping of key digital platforms, such as the Aigner Online Store and the Transmart Website.
- Collaborated with design teams to establish and develop the Transmart Design System website.



Co-Founder & Lead Developer

4 years 7 months

Jan 2016 - Jul 2020

- Co-founded Gawean, a web-based job platform for blue-collar workers in the Food & Beverages, Retail, and Hospitality industries. Contributed to key business strategies and direction for the venture.
- Served as Lead Developer, overseeing all technical aspects and development of the platform.



Principal Software Engineer

4 years 8 months

Apr 2017 - Aug 2019

- Led the Front-end team, overseeing team performance and workflow optimization. Growing the team from 2 to 7 members. Interviewed 50+ frontend developers candidates.
- Created essential automation tools to ensure efficient operations and high-quality results, including an EDM (Electronic Direct Mail) Marketing and Microsite Generator.
- Spearheaded research and early adoption of new technologies (Google AMP, Progressive Web Apps, Facebook Instant Articles), leading to the company's feature at Google I/O.

Senior Software Engineer

Jan 2016 - Mar 2017

- Advanced to Senior Software Engineer, leveraging expertise to develop sophisticated and creative user interface designs while providing mentorship to junior engineers.
- Achieved a 95% reduction in website CSS size by implementing a comprehensive functional CSS strategy.

Software Engineer

Jan 2015 - Dec 2015

- Built the Minimum Viable Product (MVP) of the KASKUS JUAL BELI mobile app for Android from scratch.
- Implemented new features across core KASKUS products (Forum, Jual Beli, Microsites) utilizing HTML, CSS, and JavaScript.

Recent Projects



2025

Interactive Campaign Website

Next.js, Tailwind CSS, MediaPipe FaceMesh

- Built an interactive AR-based lip filter web app to promote PIXY's new lip vinyl collection.



2025

M&A Advisory Company

Next.js, Tailwind CSS, Notion API

- Revamped company website of a M&A Advisory company based in Singapore.
- Migrated an old-school WordPress site to a modern frontend stack, rebuilt from scratch, and integrated Notion API as the CMS.



2025

Postgraduate Capstone Project

Next.js, Gemini API, Supabase, Tailwind CSS, FastAPI, Streamlit, Plotly

- Spearheaded the design and full-stack development of an AI-driven dashboard, providing critical, data-driven insights from Micron's supply chain to enhance workflow and decision-making.



2025

Student Organization Website

Next.js, Notion API, Radix UI, Tailwind CSS, Cloudinary API

- Led a 13-member team, primarily junior undergraduates, in the end-to-end design and development of NUS Indonesian Students' Association website.
- Provided technical training and mentorship on fundamental web development skills, including Git, Next.js, Node.js (Backend), and Tailwind CSS.



2024

Company Profile Website

Gatsby, Prismic, FullPage.js

- Developed a visually rich website with an optimized user experience for a digital agency.
- Implemented the website using Prismic as the headless CMS.

Leadership & Awards

Tech Director of PINUS (NUS Indonesian Students' Association)

2024 - 2025

Head of Equipment and Logistics Division for LPDP Pre-Departure Preparation, Batch 236

2024

Guest Lecturer for IT Project Class at University of Indonesia

2024

Guest Speaker at Garuda Hacks 2.0

2021

Speaker at Engineering Talks Shopee

2020