M Nurul Akbar (Babono)
Software Engineer / Engineering Manager

Tech Leader & Frontend Specialist with 11+ years of experience shaping digital transformation across E-commerce, Games, Social Media, and Retail. I combine a strong product mindset with design sensibility to bridge the gap between business strategy and technical execution. I specialize in translating complex requirements into pragmatic yet empathic solutions, ensuring reliable, high-performance delivery. As a leader, I foster a supportive culture that generates consistently exceptional output and strong positive feedback from engineering teams.

📍 Jakarta, Indonesia

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📞 +62 8111886694

🌐 babon.io (Portfolio Website)

in linkedin.com/in/babono

github.com/babono

Work Experience

🧑 Babon.io

Tech Consultant   Since January 2015

- Helped businesses transform and scale their digital presence by offering a complete product lifecycle vision and a wide range of expertise: end-to-end full-stack development, system architecture, engineering team leadership, and data-driven product observability. Check my portfolio website to see all the projects.

Ⓜ️ Micron Technology

Capstone Project Fullstack Engineer   Jan 2025 - Jul 2025

- Developed an AI-driven prescriptive analysis dashboard for the procurement team, successfully reducing lead times and optimizing material consumption rates.
- Engineered the full-stack solution using Next.js and FastAPI, integrating Google Gemini API to deliver actionable supply chain insights.

🎓 NUS School of Computing

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

Engineering Manager > Lead Frontend Engineer   Apr 2020 – Aug 2024

- Managed a Games Studio of 20+ BE/FE engineers, serving as Hiring Manager for 100+ candidates and conducting performance appraisals.
- Implemented end-to-end product telemetry and observability (dashboards, SLOs, alerting) to proactively guide data-driven improvements for the multi-country platform.
- Previously: Led the Frontend Chapter (20 FE engineers across 5 units), directing 40+ growth projects to streamline workflows and enhance deliverable quality.

CT Corp Digital

UX Engineer Specialist   Sep 2019 – Mar 2020

- Spearheaded end-to-end development of the company profile and multiple campaign websites for Transfashion brands (GEOX, Hugo Boss) using Gatsby.js and React.js.
- Led prototyping for key e-commerce platforms (Aigner, Transmart) and collaborated with designers to build the Transmart Design System.

Ⓖ Gawean

Co-Founder & Lead Developer   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.

Ⓚ Kaskus

Principal Software Engineer > Senior SE > SE   Jan 2015 - Aug 2019

- Spearheaded early adoption of Google AMP and PWA, leading to the company being featured at Google I/O; grew the Frontend team from 2 to 7 members.
- Created essential automation tools (EDM & Microsite Generator) and achieved a 95% reduction in website CSS size by implementing a functional CSS strategy.
- Built the Minimum Viable Product (MVP) for the KASKUS JUAL BELI Android app from scratch and developed features across Forum and Microsites.

Education

National University of Singapore
2025 — Msc in Smart Industries and Digital Transformation

University of Indonesia
2014 — Bachelor of Computer Science

University of Queensland
2014 — Bachelor of Information Technology

Community

2025 — Tech Director of PINUS (NUS Indonesian Students' Association)

2024 — Guest Lecturer for IT Project Class at University of Indonesia

2021 — Guest Speaker at Garuda Hacks 2.0

2020 — Speaker at Engineering Talks Shopee

Skills

Frontend

Typescript · Next.js · Flutter · Tailwind CSS · React · Gatsby.js · Microfrontend · Phaser · Cocos · React Native · Jest · Redux · Zustand · TanStack · Storybook · jQuery

Backend

Node.js · Next API · Express · Python · FastAPI · Firebase · GraphQL · Supabase · PayloadCMS · MongoDB Atlas · Strapi · PHP · Go

Platform

Vercel · Sentry · Wordpress · Magento · GCP · AWS · Azure · Grafana · Notion API · Shopify · Mapbox · Cloudflare · Posthog · Gemini API · Zapier · Streamlit

Tools

Git · Cursor · VS Code · Copilot · Figma · Notion · Trello · Confluence · Jira · Photoshop · Google Suites · Microsoft Office · Canva · Prezi

Languages

Bahasa Indonesia · English