

# RUBEN Silitonga

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Software Engineer with 8+ years of experience in web development, specializing in JavaScript, TypeScript, and Vue.js. Currently at Blibli, contributing to customer-facing and internal microservices in an omnichannel commerce ecosystem. Previously at Biznet, developing web solutions for a leading digital infrastructure provider. Experienced in building and maintaining web applications, integrating APIs, optimizing performance, and ensuring code quality through testing and reviews.

## DETAILS

Place, date of birth: Bandung, February 1st, 1993

Nationality: Indonesian

Languages: Bahasa, English

## EDUCATION

### Universitas Jenderal Achmad Yani — 2011 - 2015

Bachelor of Computer Science (GPA: 3.52 of 4.00)

## EMPLOYMENT HISTORY

### Software Design Engineer — June 2019 - Present

Blibli, Indonesia

Blibli (<https://www.blibli.com>) is an integrated omnichannel commerce ecosystem developed in Indonesia.

Tech stack: Javascript, TypeScript, Vue.js, Jest, Vitest, Vite, Vuex, Pinia, Nginx, HTML5, SCSS, npm, Git

- Mid-level engineer in the Customer Experience tribe, responsible for maintaining, monitoring, and documenting Blibli's tier-1 (customer-facing) and tier-3 (internal) front-end microservices.
- Contribute to 2-week sprints focused on developing and maintaining front-end microservices.
- Maintain fidelity to Figma web designs to ensure process and design accuracy in developing responsive Vue components.
- Integrate front-end with back-end functionality across multiple microservices to align with technical specifications.
- Lead personally assigned projects for new feature development, ensuring alignment with evolving business needs and objectives.
- Ensure 90% test coverage to maintain code reliability and support continuous integration.
- Contribute to maintain and optimize the Core Web Vitals (CWV) scores of microservices.
- Conduct code reviews for cross-squad contributions.
- Communicate with product manager, designers, project manager, back-end engineers, QA, DevOps, and cross-squad engineers to deliver high-quality features on-time and on-scope.
- Person-in-charge during large-scale promotional campaigns and resolving potential production issues to ensure a seamless customer experience.
- Person-in-charge during deployment hours to ensure successful feature delivery.
- Person-in-charge to maintain and monitor SSR-enabled microservices to ensure optimal performance.

### Web Developer — January 2016 - June 2019

Biznet, Indonesia

Biznet (<https://www.biznetnetworks.com>) is an integrated digital infrastructure company in Indonesia that provides Internet, Submarine Cable, Data Center, Cloud Computing and IPTV services.

Tech stack: Laravel, Javascript, PHP, Classic ASP, Transact-SQL, HTML5, CSS, Git

- Entry-level web developer in the marketing division, responsible for maintaining content, adding features to the company's websites across mobile and desktop, ensuring maximum uptime, and developing web solutions to support the division's needs.
- Worked closely with the IT division to request and manage necessary databases.
- Collaborated with brand, corporate communication, and design teams to ensure accurate content delivery and updates.
- Maintained page performance for the company's core websites.
- Served as the point person during Biznet Festival events, ensuring accessibility and providing real-time content updates.

## PROFESSIONAL EXPERIENCE

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### **CRF Generator Tool @ Blibli** — October - November 2025

- Contributed to the development of ENCLAVE, a web-based automation tool that streamlined engineers' deployment workflows. Built with Vue.js and TypeScript.
- Developed a Change Request Form (CRF) generator integrated with the JIRA REST API, eliminating manual CRF creation across multiple services.
- Increased developers' CRF creation efficiency by ~70%, reducing time from ~10 minutes per service (creation, sprint cross-referencing, PR linking, and verification) to ~3 minutes per service.

### **Flash Sale Page SSR @ Blibli** — January - June 2024

- Integrated a newly released SSR library from the R&D squad into the server-side rendering layer of the Flash Sale page microservice, which improved its LCP by 98% and CLS by 42%, while also serving as a pilot project in transforming CSR into SSR.
- Reduced perceived page load time for visitors by ensuring the largest content is served on-load.
- Maintained 90% requirement of test coverage.
- Initiated and led a two-person project, managing resources and sprint timelines to ensure on-time feature delivery.
- Collaborated closely with the R&D squad throughout development to align on technical requirements and implementation.

### **Blibli-Tiket ULP @ Blibli** — October 2022 - March 2023

- Contributed to the development of the rewards catalog page, enabling customers to explore and redeem rewards using their loyalty points.
- Increased customer engagement by encouraging transactions to maintain loyalty status, ultimately driving increased revenue.
- Contributed in rewriting the legacy rewards center application in Vue.js and TypeScript, modernizing the UI with the current look and feel while retaining existing processes and adding input validations.
- Collaborated with engineers across multiple task force groups to integrate a seamless user flow across pages.
- Collaborated with UI/UX designers with Figma to ensure design accuracy.

### **CMS Revamp @ Blibli** — January - March 2020

- Refactored the legacy CMS service from AngularJS to Vue.js and TypeScript, aligning with the current tech stack while preserving existing processes.
- Enhanced project code maintainability by developing modular and reusable components.
- Improved project code testability by increasing test coverage from 0% to 90%.

### **Codeless Content Implementation @ Blibli** — October - December 2019

- Developed Vue-based reusable web components.
- Revamped the content delivery process for the promotion page by replacing static HTML pages with Vue-rendered reusable components, reducing engineering team involvement and enhancing easiness for the trade partnership team to manage via a web-based CMS.
- Increased the volume of promotion campaigns deployable on customer-facing desktop and mobile web platforms.
- Maintained 90% requirement of test coverage.

### **Revenue Share Internal Dashboard @ Biznet** — November 2018 - January 2019

- Developed the front-end of a web-based dashboard for company and business partners use.
- Improved data accessibility, making it easily available to the marketing division via the team's room monitor.
- Collaborated with the IT division to leverage existing revenue share data for integration into the dashboard.

### **Biznet IPTV Web @ Biznet** — November 2018

- Developed and deployed the Biznet IPTV website to introduce the newly launched Biznet IPTV.
- Enhanced marketing efforts by increasing product visibility to the public and press through the website.

### **Support & Knowledge Base Web @ Biznet** — July - August 2017

- Enhanced the company's existing Zendesk Help Center by adding content and customizing it with HTML and CSS.
- Supported the customer support division to ensure customers have access to up-to-date information.

**Biznet Festival Web @ Biznet — *January - March 2016***

- Contributed to the development and maintenance of the Biznet Festival website by delivering content updates, which supported the marketing division's efforts to promote the Biznet Festival event across multiple cities in Indonesia.
- Developed a registration form allowing visitors to gain entry by submitting their information.
- Integrated a third-party extension to display a social media feed, aggregating posts from multiple platforms using a specific hashtag.