

Ferdy Lim

Senior Frontend Engineer Transitioning to AI Engineering

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LinkedIn | GitHub | PaluDevHouse

PROFESSIONAL SUMMARY

Production frontend engineer and technical leader building toward applied AI engineering. Brings a strong foundation in user-facing systems, data flows, performance, architecture, automation, and human-centered product delivery while developing deeper capability in responsible AI integration and workflow design.

CORE COMPETENCIES

JavaScript | TypeScript | React | Python | System Integration | Workflow Automation | Application Architecture | Human-in-the-Loop Design | Performance | Technical Leadership

PROFESSIONAL EXPERIENCE

Chief Technology Officer | PaluDevHouse | March 2026-Present

- Provide technical leadership for a six-member project team.
- Contribute from project inception to every project publicly presented by PaluDevHouse.

Senior Frontend Engineer | Alpha Red Solutions Sdn Bhd | March 2025-Present

- Lead frontend development for scalable, performant, and maintainable production systems.
- Support technical decisions, cross-functional delivery, code quality, and developer workflow improvements.

Lead Frontend Engineer | Alpha Red Solutions Sdn Bhd | June 2025-November 2025

- Mentored frontend engineers, defined architectural patterns, and coordinated cross-team delivery.

Lead / Senior / Medior / Frontend Engineer | Springkraf | June 2022-February 2025

- Progressed through four documented frontend roles while delivering React, Next.js, and React Native products.
- Improved rendering, caching, offline behavior, WebView navigation, and reusable development workflows.
- Led design discussions, implementation guidance, code review, and knowledge sharing in senior roles.

React Facilitator | IDCamp Indonesia | September 2022-November 2022

- Mentored 25 scholarship participants; the documented cohort completion rate was 92%.

SELECTED ENGINEERING EVIDENCE

RWG Booking | Senior / Lead Frontend Engineer | June 2025

- Led frontend architecture and delivery; documented page-load improvement from about 15 seconds to about 1 second.
- Parallelized TanStack Query requests, reducing documented data-fetch time from about 8 seconds to 500 milliseconds.

Kurosims | Lead Frontend Engineer | August 2024

- Owned web and mobile delivery, including reusable components, a WebView-to-native bridge, automation, mentoring, and release support.

Wirajaya Lines | Frontend Engineer | December 2022

- Built the frontend from scratch with Next.js, React Query, React Hook Form, reusable components, and autosave.

PaluDevHouse Portfolio | CTO and project contributor | 2026-Present

- Contribute from inception to Toko Ninja, Toko Ninja POS, Kontraktor Utama Indonesia, Tri Mustika Sejagat, Hinno Art, and Tuition App.

EDUCATION

Bachelor's Degree in Computer Science | Universitas Mikroskil | 2019-2023

- GPA: 3.72 / 4.00.
- Undergraduate research evaluated Google Classroom usability with the USE Questionnaire and produced a Figma improvement prototype.
- Practiced algorithmic problem-solving through the Mikroskil Programming Club and participated in INC, GEMASTIK, Ideafuse, and ICPC.

ADDITIONAL LEADERSHIP

Code review, mentoring, stakeholder communication, technical facilitation, community speaking, and event planning.