RECRUITER PORTFOLIO

Passyah Raffi

Product-Focused Full-Stack Engineer | Technical Ownership & Product Delivery

> **Target roles:** Product Manager · Technical Product Manager · Technical Project Manager · Tech Lead

I turn business challenges into scalable digital solutions across commerce, CRM, analytics, APIs, and automation — combining hands-on engineering with cross-functional collaboration and end-to-end delivery.

How I work. Understand the problem → define requirements → weigh trade-offs → build and integrate → validate → deliver → maintain and improve.

CAREER TIMELINE

Jun 2026 – present	**LOGO DE CORPS** · Web Developer Specialist Overlaps the Torch handover period (22 June – 22 July 2026).
Dec 2024 – Jul 2026	**PT Maha Nagari Nusantara (Torch)** · Web Developer, Business Solution team The last month was a documented handover.
Jul 2022 – Apr 2025	**Studio Alva** · Frontend and Shopify Developer Full-time until Nov 2024, then freelance until Apr 2025, overlapping Torch from Dec 2024.

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Production PT Maha Nagari Nusantara (Torch) · Dec 2024 – Jul 2026 Full case study →

Order-to-Invoice Operations: Shopify, WMS and ERPNext

How orders become a Delivery Note and a Sales Invoice, and how I kept that flow observable and recoverable.

WHAT I DID

Monitored and triaged failed Delivery Notes, Sales Invoices and stock mismatches across Shopify, the WMS and ERPNext, coordinated Finance, Inventory and the ERP team, ran UAT on the POS and purchase modules, and wrote the runbook a successor used at handover.

KEY DECISIONS

- ERP is the source of truth for stock: stock is never edited in Shopify before the cause of a mismatch is known.
- Triage by volume: one to three missing orders are checked one by one, more than three as a date-range and channel check.

OUTCOME

Four recurring failure types (missing order, Delivery Note, Sales Invoice, stock mismatch) have a documented triage path, and the flow was handed over to a successor in a documented transition.

Qualitative operational result Not yet measured: failure rates and resolution time.

Production PT Maha Nagari Nusantara (Torch) · Dec 2024 – Jul 2026 Full case study →

Cross-Division Helpdesk

An internal ticketing system that gives every division one place to raise, follow and close requests with the Business Solution team.

WHAT I DID

Built the internal Helpdesk (tickets, statuses, role permissions, notifications, activity monitoring, dashboard) and extended it from user feedback. It also served as my own intake channel for requirements from other divisions.

KEY DECISIONS

- One tool for every division, with role-based access, so each division sees only what its role allows.
- Tickets are sized by effort, each tier with its own resolution target, and requirement revisions are logged as tickets, not chat.

OUTCOME

Cross-division requests are tracked in one system in production use, and handed over with documentation.

Qualitative operational result Not yet measured: ticket volume, resolution time and target attainment.

Production LOGO DE CORPS · Jun 2026 – present Full case study →

Multi-Brand CRM & Loyalty

One membership and points system across brands that each run their own Shopify store: customer identity, a points ledger, voucher redemption and refund rules.

WHAT I DID

Owned technical delivery of the membership platform: requirements, system design, backend, staff CRM console and member portal, working with Commerce, Finance and warehouse stakeholders.

KEY DECISIONS

- Engineering decisions were kept apart from business decisions: tier thresholds, return approval, refund policy and identity matching sat in an open-decision register, each with an owner.
- One central member database with points in an append-only ledger, and webhooks verified and de-duplicated so a retry cannot award points twice.

OUTCOME

Membership is live for three brands: staff operate it from the CRM console and members use the portal, with points earned from orders and redeemable as brand-locked vouchers.

Qualitative operational result Not yet measured: adoption, retention and revenue.

Production LOGO DE CORPS · Jun 2026 – present Full case study →

Marketplace Data Integration & Analytics

An ETL service and analytics pages that turn Shopee and TikTok data into metrics the business can trust, starting from the business's own questions.

WHAT I DID

Defined the analytics questions and metric rules with the business, built the ETL service, the ERP analytics pages and an internal BI API, and audited every chart against the business's own question sheet.

KEY DECISIONS

- Ratios are always computed from summed parts, never averaged, and ad-attributed orders are never shown as shop orders.
- Each module has a verification level and is scheduled only once it is confirmed on a real account, with reconciliation against Seller Centre exports.

OUTCOME

Analytics pages whose metric rules were audited against the business's question sheet, an audit record of every page and chart including what the data cannot support, and an extraction pipeline with a defined path from access to scheduling.

Qualitative operational result Not yet measured: revenue and decision impact.

Production Torch and LOGO DE CORPS · Dec 2024 – present Full case study →

Engineering & Technical Ownership

How the systems stay deployable, secure and recoverable: release paths, access control, backups, phased migrations and runbooks.

WHAT I DID

Handled deployment, access control, backups, maintenance, code review and production troubleshooting at Torch and LOGO DE CORPS, with a written runbook for each.

KEY DECISIONS

- Risky changes ship in phases: code first, then server preparation, then a short off-hours cutover with a rollback step.
- Backups are automated, encrypted, stored off-site and monitored. AI coding assistants work under written rules: no commits, no deploys, no secrets.

OUTCOME

Deployment, backup recovery and access changes follow written procedures instead of one person's memory, and a failing backup was caught, diagnosed and re-verified.

Qualitative operational result Not yet measured: uptime and recovery time.

PRODUCT DELIVERY HIGHLIGHTS

Discovery & Requirements

Defined CRM membership rules and cross-division Helpdesk workflows with the people using the systems.

Prioritization & Delivery

Planned phased rollout, managed integration dependencies, and validated delivery through UAT and handover.

Cross-functional Collaboration

Worked across Engineering, HR, Commerce, Finance, Warehouse and Design to clarify needs and resolve delivery questions.

Data-informed Decisions

Translated business questions into KPI definitions, ETL validation and marketplace analytics, with documented data limits.

Let’s discuss product delivery

Read the full portfolio for all eight case studies, or get in touch to discuss a role.

Full portfolio (PDF) passyah11@gmail.com LinkedIn GitHub