ASAD SYAFRIZAL ADDANY

Full-Stack Developer

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PROFILE

Full-stack web developer with 6+ years of experience building and shipping production web applications, with a solid grounding in software development fundamentals such as clean code, version control, testing, and data structures. I work across JavaScript, TypeScript, and Python, mainly with React, Next.js, and Node.js on PostgreSQL/Supabase. Much of my recent work involves integrating AI and LLM features into real products, including retrieval-augmented generation (RAG), voice interfaces, and MCP servers, alongside third-party integrations such as Twilio, ERP systems, and CRM platforms. I use AI-assisted development tooling on real projects daily, and I am comfortable stepping into an unfamiliar codebase and shipping. I enjoy owning the full delivery cycle, from requirements and build through to deployment, CI/CD, performance, and security hardening.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python, SQL

Frontend: React, Next.js, Astro, Vue / Nuxt, Tailwind CSS

Backend: Node.js, Express, REST APIs, serverless functions

Database: PostgreSQL, Supabase (Row-Level Security, multi-tenant data models), SQL query optimisation

DevOps & Infra: Vercel, Railway, Cloudflare (DNS, edge), AWS, Docker, Linux VPS self-hosting, CI/CD pipelines, Git, GitHub

AI / LLM: LLM integration, RAG and knowledge graphs, MCP servers, prompt engineering, AI voice, local models (Ollama), AI-assisted development tooling

Integrations: Twilio (voice/SMS), ERP (XML-RPC), HubSpot CRM

Security: Input validation and injection guards, stored-XSS remediation, secret management, auth/session handling, pre-deploy review gates

SEO / AEO: Technical SEO, structured data (schema.org / JSON-LD), prerender and crawler diagnostics at the edge

Testing & Practices: Unit & integration testing, end-to-end testing (Playwright), UI/UX design, working in existing codebases

EXPERIENCE

Full-Stack Developer, Software Company (AI SaaS) Aug 2026 to Present

Toowoomba, QLD · Australian AI software company building a suite of business tools, including an AI phone-answering assistant and a 3D product configurator

- Developer owning the full codebase for a suite of AI-powered SaaS products, from requirements and solution design through build, testing, deployment, and production support.
- Build and ship full-stack web applications (Next.js / Astro + Supabase with Row-Level Security), deployed on Vercel and Railway.
- Integrate LLM and AI features into production, including RAG, conversation memory, AI voice, and an MCP server.
- Maintain and debug a production 3D product configurator (Three.js), and built an ERP connector (XML-RPC) that turns a customer configuration into a sales quote.
- Build third-party integrations such as Twilio (voice/SMS) and HubSpot CRM.
- Own deployment, CI/CD, DNS, and application security hardening, including a review gate before every production deploy.
- Rebuild and optimise customer-facing websites for the company's retail clients, with technical SEO and structured data.
- Use AI-assisted development tooling on real production code every day, including building internal tooling around it.

Full-Stack Developer, Freelance 2020 to Aug 2026

Remote · client and independent projects

- Built and maintained full-stack web applications for a range of clients using React, Next.js, Astro, Node.js, and Supabase/PostgreSQL.
- Owned the full delivery cycle from requirements through development, testing, and deployment on Vercel, Railway, and self-hosted Linux VPS infrastructure.
- More recently, integrated AI and LLM features into client and independent projects, including chatbots, workflow automation, and RAG over private documents.
- Delivered SEO/AEO engineering for content and local-business sites: technical SEO, structured data (schema.org), and diagnosing prerender/crawler issues at the edge.
- Improved application performance by profiling and reducing response times, and hardened applications through security reviews (injection guards, stored-XSS remediation, secret handling, auth/session fixes).

- Set up CI/CD pipelines, DNS, and multi-tenant deployments with credentials isolated per account and environment.
- Handled requirements gathering and direct communication with non-technical clients, translating their requirements into technical tasks and proposed solutions, plus ongoing support.

Full-Stack Web Developer, PT. Sobatechno Teknologi Nusantara 2019 to 2020

Remote

- Developed and maintained full-stack web applications end to end (Laravel / PHP, JavaScript, MySQL), from frontend interfaces through to backend logic and databases, working within an existing team codebase.
- Built and maintained the backend of an internal online learning platform, including REST APIs consumed by the frontend team.
- Implemented and maintained user authentication, login, and access-control features.
- Managed database operations, including data validation, backup, and recovery procedures.
- Handled server configuration, deployment, and uptime monitoring of production systems, and troubleshot issues across the stack.
- Wrote scripts and small internal tools to automate routine data reporting tasks.
- Maintained technical documentation and supported and trained internal users on the platform.
- Took part in problem-solving sessions to improve platform reliability and performance.

SELECTED PROJECTS

Independent work alongside client projects. Names withheld; details and demos available on request.

AI coding planner (web app) 2026

Turns a rough product idea into a complete build plan (PRD, clarifying questions, feature mind map, clickable UI mockups, task board) and exports a ready-to-run prompt for any AI coding agent. Runs the AI as a managed background process with streamed output, structured-JSON parsing, retries, and rate-limit handling, plus a revision system that patches the plan from chat. Next.js 15, React 19, TypeScript, Tailwind CSS, React Flow, Mermaid.

Private knowledge-base assistant (RAG + knowledge graph) 2026

Ingests meeting recordings, documents, and screenshots, converts them to text on-device (local speech-to-text and OCR), and answers questions over them through a RAG pipeline backed by a temporal knowledge graph. Runs entirely on local models (Ollama) so client material never leaves the machine, verified with a network-sandboxed test run. Python, graph database, local LLMs.

SEO/AEO-optimised sites for local businesses 2026

Static, content-driven websites on Astro that generate dozens of pages from a single structured data file, with self-hosted responsive images, schema.org structured data, sitemaps, and canonical handling, tuned with Lighthouse audits and deployed on Vercel with Cloudflare DNS. Includes a company site rebuilt in Next.js with a glassmorphism design. Astro, Next.js, Tailwind CSS, React.

Programmatic video pipeline 2026

Marketing and explainer videos built as HTML/GSAP compositions rendered to MP4, with automated captions from local speech-to-text and ffmpeg loudness, true-peak, and safe-area checks. Node.js, Python, ffmpeg.

EDUCATION

Bachelor of Computer Science 2023

CERTIFICATIONS

AI & Machine Learning

- Anthropic Academy (Anthropic)
- Google AI Essentials (Google)
- Elements of AI (University of Helsinki)

IT & Cloud

- Google IT Support Professional Certificate (Google)
- Microsoft Azure Fundamentals (AZ-900)
- Microsoft 365 Fundamentals (MS-900)
- Google Cybersecurity Professional Certificate (Google)
- Cisco Networking Basics · Cisco Introduction to Cybersecurity (Cisco Networking Academy)

PUBLICATIONS

- UI/UX Design of e-Wallet Application Using Design Thinking Approach. ICORIS 2022 (international conference).
- Transformation of Binjai Police Presence Application: UI/UX Design with Design Thinking Method. Jurnal IOTA, 2024.