Rendy Eko Prastiyo

Senior Software Engineer at Bridzia

I build e-commerce and backend systems for retailers and brands — Magento, Shopify, Laravel & Symfony — with 14 years across 15 roles.

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About

Fullstack developer with over a decade of experience building e-commerce and backend systems. I started out in 2012 writing PHP for a Toyota dealership, and have since delivered Magento and Shopify platforms for enterprise retailers, Symfony and Laravel applications, and Drupal sites for agencies in Australia and Europe.

Along the way I built a port and terminal management system, a Symfony CRM serving multi-site membership content, and an API-based campaign platform for brands under Levi Strauss & Co., and I founded HaloMaticBali.com, a WordPress and Laravel booking site for a Bali tour operator.

Based in Kota Batu, East Java, Indonesia, I currently work as a Senior Software Engineer at Bridzia, building ecommerce and backend systems while collaborating with international teams. I am also involved in projects that depend on AI, integrating intelligent features and AI-powered workflows into the products I build.

Current Role	Senior Software Engineer
Company	Bridzia
Location	Kota Batu, East Java, Indonesia
Top Skills	Magento, Shopify, Laravel, Symfony, PHP
Languages	Indonesian, English

Professional Experience

Senior Software Engineer

Jul 2024 – Present

Bridzia Malaysia

Federal Territory of Kuala Lumpur, Malaysia

- Developed Magento 2 storefronts for regional retail brands — Coach (SG/MY/TW), Kate Spade (SG/MY), Guardian (SG/MY), Royal Selangor (MY), and Designer Bridal Room (MY/HK) — within a 5–10 engineer team.
- Developed **WOW! Loyalty**, a multi-tenant loyalty platform on Laravel/React serving MR DIY and Running Lab, with a points ledger, gamification, vouchers, and Shopify integration.
- Developed **PAPIS**, an AI pricing-intelligence POC (FastAPI + Gemini + Google Search) that benchmarks SKUs against 24 Turkish retailers, scores product matches, and exports pricing workbooks.
- Developed MR D.I.Y.'s multi-country **PR consistency platform** (Flask + Claude), including AI brand-tone review, approval workflows, content generation, and market-specific translation.

Magento 2 · Laravel · React 19 · Inertia · FastAPI · Flask · MySQL · SQLite · Redis · Gemini · Claude · Shopify

Software Engineer → Team Lead, SwiftOMS

Oct 2018 – Jun 2024

ICUBE by SIRCLO

Yogyakarta Area, Yogyakarta, Indonesia

- Progressed from Software Engineer to Team Lead of **SwiftOMS**, a distributed order management system that processes hundreds of thousands of orders daily for high-traffic enterprise retailers using event-driven services on Google Cloud Pub/Sub.
- Led development of omnichannel fulfillment capabilities — unified inventory across warehouses, stores, and drop-ship, rule-based order orchestration, multi-seller support, and BOPIS / ship-from-store / in-store returns.
- Delivered Magento 2 and Shopify solutions for clients including Eiger Adventure, PSSL, BookShark, Sonlight, Mr. S Leather, Affordable Vet, and The Vault Pro Scooters.

Magento 2 · Shopify · Laravel · Next.js · GCP (Cloud Pub/Sub)

Fullstack Developer

May 2018 – Sep 2018

Trip Guru

Denpasar Area, Bali, Indonesia

- Built **TripGuru**'s travel booking platform with a React frontend and Laravel backend, covering tour discovery, availability, and booking flows for a marketplace of eco-friendly guided tours.
- Delivered the project through to launch, then exited after completion to focus full-time on HaloMatic Bali.

React · Laravel

Founder, CTO

Nov 2017 – Nov 2018

HaloMaticBali.com

Bali Province, Indonesia

- Built **HaloMatic Bali**, a web-based vehicle rental booking platform, end-to-end as the sole engineer — covering booking flow, vehicle availability, and admin operations.
- Partnered with a vehicle-owning co-founder and a non-technical operations team, owning the entire technology side of the business.
- Handled an average of ~5 bookings per day, rising to ~15 on weekends and peak season.

WordPress · Laravel

Magento Developer

Oct 2016 – Apr 2018

Webtek Indo

Denpasar Area, Bali, Indonesia

- Developed the **MLM Parts Online Store**, a Magento-based e-commerce store for aftermarket parts (Nov 2016 – Nov 2018).

Magento · PHP

Web Developer

Aug 2016 – May 2018

Resident LLC

Greater Seattle Area

- Developed the website for **Denizen Jeans**, the dENiZEN brand under Levi Strauss & Co., in collaboration with another developer (Aug – Sep 2016).
- Built **Longstack Campaign Management**, an API-based campaign management system that managed campaigns for denizen.com and greatjeansgreathaircuts.com, designed to extend to additional brand sites (Aug – Sep 2016).

PHP · Laravel

Backend PHP Developer

Mar 2016 – Sep 2016

Qasico

Jakarta, Indonesia

- Built the backend of the **Indonesia Multi Purpose Terminal (IMPT) Management Information System**, a port and terminal management information system.

PHP · MySQL

Backend PHP Developer

Dec 2015 – Mar 2016

Wishbone DC

Malang Area, East Java, Indonesia

- Developed backend PHP features for the company's client web applications.

PHP · MySQL

PHP Developer

Jul 2015 – Nov 2015

Salsa Digital

Collingwood, Victoria, Australia

- Developed Drupal and Laravel applications for the agency's client projects.

Drupal · Laravel · PHP

Senior PHP Developer

Jul 2015 – Nov 2015

Webkos Internet

Kuta, Bali, Indonesia

- Developed and maintained PHP-based web applications in a senior developer role.

PHP

CRM (Backend) PHP Developer

May 2015 – Oct 2015

Joomla Hispano

Madrid, Spain

- Built the backend CRM behind **rebuge.com**, delivering relevant content to members of imnohub.com and grinon.net.
- Worked with Symfony 2, Doctrine ORM 2, Node.js, Bootstrap, and Amazon AWS, with Google Analytics for reporting.

PHP · Symfony 2 · Doctrine ORM 2 · Node.js · AWS

Web Programmer

Mar 2015 – Jul 2015

PT. Shoop Indonesia Digital

Bogor, West Java, Indonesia

- Developed **Cipika Online Store By Indosat Ooredoo**, an e-commerce store for Indosat Ooredoo.
- Developed and maintained web applications for the company and its clients.

PHP

IT Development Staff

Nov 2014 – Mar 2015

Fast Print, Inc.

Surabaya Area, East Java, Indonesia

- Developed the **FastPrint Online Store**, the company's online printing store (Nov 2014 – Nov 2015).

Web Programmer

Apr 2014 – Sep 2014

PT Woodworth Wooden Industries Indonesia

Ngoro Industri Persada, Mojokerto, Indonesia

- Developed the **Woodworth Wooden Industries Information System** (Apr 2014).

Web Programmer

Nov 2012 – Mar 2014

PT Liek Motor Toyota

Surabaya, East Java, Indonesia

- Developed **OneMind System**, a web-based management system for the Toyota dealership (Nov 2012 – Nov 2014).

Skills

Top Skills

Senior Software Engineer

Magento, Shopify, Laravel, Symfony, PHP

Technologies

PHP · Magento · Shopify · Laravel · Symfony · Drupal · WordPress · Next.js · React · Node.js · MySQL · Doctrine ORM · Google Cloud · Magento Cloud · AWS · Google Analytics

Languages

Indonesian · English

Certifications

- Coaching Your Team to Think and Act Strategically
- Develop Critical Thinking, Decision-Making, and Problem-Solving Skills
- Develop Your Communication Skills and Interpersonal Influence
- Leadership Foundations: Leadership Styles and Models
- Project Management Foundations
- Cultivating a Growth Mindset

All six credentials were issued by LinkedIn Learning in 2023. Select any badge to verify it.

Honors & Awards

Best In Kensium Division 2018 Award

ICUBE by SIRCLO

2018