

# Dion Edo Fananie

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## Professional Experience

**Bytedance** / Global tech company powering TikTok and e-commerce platforms Indonesia

Software Engineer - Front End 2024 – Present

- Led end-to-end Inbox Lite revamp including new UI development, tracking implementation, category page creation, and A/B experiment design, achieving +1.61% GMV per user and +11.35% page view per unique visitor uplift.
- Migrated Plus experience from WebView to Spark container + Lynx hybrid framework, improving page performance by up to 79.3% and enabling cross-platform (iOS/Android) feature scalability.
- Designed and launched "5% OFF + 5k OFF" stacked promotion strategy for Plus membership, driving 7.88% GMV per user growth (5.41% direct transactional + 2.47% indirect effects), +0.83% payment penetration, and +18.33pt coupon UV penetration increase.
- Developed high-performance popups, pages, and widgets using Lynx.js hybrid stack to optimize load speed and user engagement, directly contributing to GMV growth across mobile platforms.

**Tech Stack:** Lynx.js, React, TypeScript, Spark Container, A/B Testing, Performance Optimization

**PT. Tokopedia - GOTO** / Leading Indonesian tech-powered e-commerce and internet platform Indonesia

Web Platform Engineer 2019 – 2024

- Developed and maintained Communication tribe modules including Notification, Chat, Broadcast Chat, and internal tools serving millions of users.
- Led Security Working Group implementation to increase web platform reliability using Content Security Policy (CSP) standard and SubResource Integrity (SRI), protecting user data and preventing XSS attacks.
- Improved Chat (Widget and Page) bundle package by 15% code reduction through Clean Code Architecture implementation, folder restructuring, and making the chat package reusable across modules.
- Increased Unit Test coverage from 0% to 80% minimum code coverage across all Communication Modules, significantly improving code quality and reducing production bugs.
- Improved Core Web Vitals to achieve standard scores above 70% on both mobile and desktop platforms, enhancing user experience and SEO performance.

**Tech Stack:** React, Node.js, Tailwind, CSS-in-JS, TypeScript, Jest, React Testing Library, Zustand, Web Security (CSP, SRI, XSS Prevention)

**PT. Real Estate Teknologi** / PropTech startup Indonesia

Software Engineer - Front End 2017 – 2019

- Led front-end development process from brainstorming through implementation, creating UI from scratch or directly coding based on designs.
- Gained expertise in UI/UX synchronization, animation implementation, and data integration with backend systems.
- Collaborated with cross-functional teams using modern development tools including Figma for design, Vue.js and Nuxt for frontend frameworks.

- Implemented responsive designs using Less, SCSS, and PostCSS, optimizing performance with Chrome DevTools and Lighthouse.
- Contributed to full-stack development using Laravel and OctoberCMS, demonstrating versatility across the technology stack.

**Tech Stack:** JavaScript, Vue.js, Nuxt, Laravel, OctoberCMS, Less, SCSS, PostCSS, Figma, Flutter

## **Kementrian Bappenas - Satu Data Bappenas / Government ministry data platform Indonesia**

Front End Developer 2016 – 2017

- Designed, built, and developed the front-end website for Satu Data Bappenas government data platform.
- Implemented modern web technologies and tools to create a scalable, user-friendly system for national data management.
- Collaborated with government stakeholders to ensure platform met accessibility and usability standards.

## **Education**

### **Gunadarma University**

Master of Management System Information Graduated 2015

### **Gunadarma University**

Bachelor of Information Technology Graduated 2011

## **Skills**

React, Next.js, Vue.js, Nuxt, JavaScript, TypeScript, Node.js, Express.js, Lynx.js, HTML, CSS, SCSS, LESS, Tailwind, CSS-in-JS, Web Platform (CSR, SSR), Web Security (XSS, PII, CSP, SRI), Lighthouse, Performance Optimization, A/B Testing, Agile - Scrum, Jest, React Testing Library, Zustand, Figma, Laravel, OctoberCMS, Flutter