

Edward Salim

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EDUCATION

Bachelor of Computer Science

UNIVERSITAS INDONESIA

Jul 2022 - Jul 2026 (expected)

- **Information Systems** Major - 8th Semester, **GPA: 3.57/4.00**
- **2nd Place** - **Most Outstanding Student** of Faculty of Computer Science (2025)
- **Full Tuition Scholarship** from the Indonesian Ministry of Education and Culture

EXPERIENCE

DANA INDONESIA - E-Wallet, Digital Payments & Lending

Jul 2025 - Jan 2026

Automation Product Developer Intern

- Synthesized pain points from **15+ tech and non-tech stakeholders** across DANA's **largest Backoffice system**, identified **root causes** through structured analysis, and proposed **prioritized product recommendations** to address **operational bottlenecks**, enabling data-driven decision-making.
- Led end-to-end **product discovery** for AI-driven recruitment solutions (AI HR Interviewer & AI CV Scoring), delivering **competitor benchmarking**, **cost analysis**, and recruitment flow mapping with potential to cut hiring cycle time from an estimated **1 month to 3 weeks** for **company-wide** adoption.

KITABISA - Indonesia's Largest Donation Platform

Feb - May 2025

Test Engineer Intern

- Conducted **market & competitive analysis** and **financial & cost analysis** of SaaS test management tools (Testiny, TestRail), led a **proof of concept** for an in-house alternative, and identified **IDR 300M+ in potential cost optimization**, presenting findings and recommendations to engineering leadership.
- Automated **50+ API test cases** with a Zod-based schema approach, **reducing test boilerplate** and improving maintainability across **5+ repositories**.

INDODANA FINTECH - Consumer Lending

Jul - Sep 2024

Marketing Technology Intern

- Optimized campaign performance through **data-driven analysis** and **A/B testing (1 - 2 variants per campaign)**, leveraging segmentation and end-to-end tracking to improve **engagement and product adoption** across multi-channel CRM campaigns reaching **300K+ users per cycle**.
- Supported customer-wide communications to **1M+ users** by collaborating cross-functionally with Product, BI, and Design teams to **execute the PT name change announcement**, including launching supporting microsites.

UKM KMBUI - Community Development Organization

May - Sep 2024

Project Officer of Desa Binaan 2024

- Led a **52-member, 9-division** community development initiative: raised **IDR 70M+ (3x previous year)**, initiated village **koperasi** planning, launched seputarkrecek.com for local tourism, and delivered a **7-day** on-site program driving **measurable social and economic outcomes**.

OTHERS

- Committee ([The Pacific Rim International Conference on AI](#)) · 3x Speaker (640+ audience) · 3x Social Service Head · Read 10+ business books · Ex-AIESEC

PROJECTS

K-Owl - AI-Powered Learning Management System

Built an **AI-powered learning management system** with a team and faculty advisor as part of my undergraduate thesis, with plans to continue its development beyond the academic project.

Product - Personal AI Utility Website

Built a personal website for daily workflows, including **background removal**, **image enhancement**, **fintech landscape tracking**, a **product management knowledge base**, and a **news aggregator**.

Customer Churn Analysis - Tableau Dashboard

Analyzed telecom customer churn and proposed **optimization strategies** through a Tableau dashboard to support retention-focused decision-making.

AWARDS

Champion (1st) , IDEAS Batch 11 Business Plan Competition - Universitas Gadjah Mada	National, 2025
Champion (1st) , RASIO 7.0 Data Science Competition - Universitas Padjadjaran	International, 2023
Champion (1st) , TECHFEST Big Data Competition - BINUS University	National, 2023
Finalist (6th) , RISTEK Datathon - Universitas Indonesia	National, 2023
Finalist (Top 10) , FIND IT! Data Analytics Competition - Universitas Gadjah Mada	National, 2023

ADDITIONAL

Languages: English (professional fluency), Mandarin (HSK 2), Indonesian (native), Hokkien (native)

Duolingo English Proficiency Test: [140/160](#) (equivalent to IELTS 7.5, CEFR C1, TOEFL iBT 109-112). Valid until 2027

Technical Skills: Python, SQL, PostgreSQL, MySQL, Java, TypeScript, React, Next.js, SvelteKit, Django, Laravel, SpringBoot, Git, Docker, CI/CD, API Design, Google Cloud, i18n

Data & Product Tools: Tableau, Excel, Google Sheets, Pandas, A/B Testing, FinOps, MoEngage, PostHog, Supabase, Storybook, Jira, Playwright, UiPath, WhatsApp API

AI Tools: ChatGPT, Gemini, Claude, Claude Code, Codex, OpenCode, Cline, RooCode, Google Stitch, NotebookLM