

Agas Yanpratama

Senior Software Engineer, Ads Ranking & Search Systems

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Summary

Senior backend engineer, 6 years, 5+ in ads and search: Tokopedia (TopAds), TikTok, then Wego (Senior in 12 months). Ships ranking models and A/B experiments in Java, Go, and Ruby on Rails. Directs AI coding agents: plan first, tests and CI as gates, every diff reviewed.

Experience

Wego · Travel metasearch (MENA/APAC) · Remote Jan 2025 – Present

Senior Software Engineer, Partner Success (Ads & Partner Care) Jan 2026 – Present

- Moved Flight Details ranking to the server: added Sponsored/Recommended/Other sections; logged full scoring data.
- Drove the Ruby 3.1 → 3.4 and Rails 6.1 → 7.2 upgrade in ads services; a YJIT sizing fix cut boot memory ~12%, p95 flat.

Software Engineer 2, Flight Metasearch → Partner Success Jan 2025 – Jan 2026

- Designed a new eCPC-based ad-scoring model; its A/B test improved click and revenue performance, with per-variant scores logged to BigQuery.
- Raised sponsored-ad inventory **50%** (2 → 3 inline slots per mobile search) in the ranking service and per-platform config.

TikTok · Jakarta Mar 2024 – Jan 2025

R&D Engineer, Monetization (Search Ads Delivery)

- Assessed whether the ANN retrieval model was production-ready for serving TikTok ads in Tokopedia search, during the TikTok Shop × Tokopedia integration.

Tokopedia · E-commerce marketplace (Indonesia) · Jakarta Mar 2021 – Mar 2024

Software Engineer, TopAds Search

- Lifted TopAds CTR **1–8%** and CVR 0.5–3% per ranking and relevance initiative, adding hundreds of millions of IDR in revenue at the same ROAS.

PT Bangunindo Teknusa Jaya · Jakarta Aug 2020 – Feb 2021

Backend Software Engineer

Projects

AI Explainer Videos · github.com/agasyan/ai-explainer-videos Oct 2026

- Built an agent pipeline: Claude Code researches the topic, writes the script, and draws each scene as HTML/SVG; a person approves the plan and preview.

Stack: Python · Docker · Playwright · Kokoro TTS · whisper.cpp · ffmpeg

Skills

Languages: Java · Go · Ruby · TypeScript · Python · SQL

Ads & search: Ads ranking & eCPC scoring · CTR/CVR optimization · ANN retrieval · Search relevance · A/B experimentation

Data & infra: Elasticsearch · Redis · PostgreSQL · Kafka · NSQ · BigQuery · Airflow · Docker

AI engineering: Claude Code · Sub-agents and skills · Agent pipelines with human approval · Plan-first workflow · Test and CI gates

Education

Master of Information Technology (GPA 3.89/4.00, 2024) · **B.S. Computer Science** (2020) · Universitas Indonesia