

Agas Yanpratama

Senior Software Engineer, Ads Ranking & Search Systems

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Summary

Senior backend engineer with 6 years of experience, 5+ in ads and search. Search-ads ranking at Tokopedia (TopAds), search-ads delivery at TikTok, then ads ranking and partner monetization at Wego, promoted to Senior within 12 months. Ships ranking and scoring models, A/B experiments, and ads services in Java, Go, and Ruby on Rails, from tech plan to dark launch. Takes on new domains under deadline: shipped payment flows for the Umrah booking MVP on time. Directs AI coding agents (plan first, tests and CI as gates, every diff reviewed); builds agent pipelines with human approval checks.

Experience

Wego · Travel metasearch (MENA/APAC) · Remote Jan 2025 – Present
Stack: Java · Spring Boot · Ruby on Rails · Go · React

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.
- Built a partner ranking control end to end: Airflow pipeline, versioned KV store (sharded, circuit breaker), and a dark-launched gate rolled out by A/B test.
- 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.
- Shipped the payment, refund, and tax flows for the Umrah booking MVP on time, in **under 3 months**.
- Rebuilt conversion ingestion into BigQuery (pixel, partner reports, revenue files) and fixed the failing partner imports.
- Took over 3 ads services (deeplink/compare units, partner billing, static data) after a team change; wrote 20+ service docs and tech plans.
- Built a Claude Code workspace (35 sub-agents, 39 skills) that takes a task from tech plan to reviewed PR, citing file and line per claim. The team adopted the automated PR review.

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.
- Launched a partner-success service at **100+ RPS** (PostgreSQL, CI/CD, Datadog, Sentry); added real-time ad targeting by CDP segment via a Redis cache and circuit breaker.

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.
- Redesigned the ads container service to hit the integration deadline without breaking the long-term architecture.

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

Stack: Go · Elasticsearch · NSQ · Redis

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.
- Kept search latency under **500 ms** at peak traffic; raised cache-hit rates across the serving path.
- Turned PRDs into tech plans for 1–2 month projects and wrote incident RCAs; interviewed backend candidates.

Stack: Python · Flask · Celery · Kafka · PostgreSQL

Backend Software Engineer

- Built an ETL pipeline that processed **300,000 records** per source from HTTP/FTP feeds on 3 workers, with duplicate-run protection; co-built role-based user management.

Projects

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

Oct 2026

Open-source pipeline that turns a topic into a narrated, animated explainer video; built with Claude Code.

- 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.
- Kept every render offline in Docker, on open-source tools only: voice, word timing, frames, and MP4.

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

Skills

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

Frameworks: Ruby on Rails · Spring Boot · React

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

Observability & CI/CD: Datadog · Sentry · Grafana · Jenkins · GitHub Actions

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 · Universitas Indonesia

2022 – 2024

B.S. Computer Science · Universitas Indonesia

2016 – 2020

Publication

- “Analysis of the Success of Knowledge Management in Agile Teams: E-commerce in Indonesia,” *Indonesian Journal of Computer Science*