

Alexanders Schwartzmann.

AI + Full-stack Software Engineer — I build the software **and the brand** that F&B and beauty run on.

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UNSW-educated software engineer with an 8-year track record, now working end to end for F&B and beauty brands in Jakarta — the brand and the space, and the high-performance, AI-integrated software they run on. I pair UI research with modern build tools (Astro · Vite · React, Islands Architecture) to ship fast, SEO-strong products, and I ship real AI: a WhatsApp agent that books by calling live APIs, vision that reads a job off a flyer, and an offline-first POS with a Rust core.

/ EXPERIENCE

2023 — Now

Tangerang, ID

PT. Muara Inti Menu Indonesia

Brand Specialist

- Own the tech + brand end to end for the group's F&B labels — from brand perception to the backend behind the counter.
- Built each brand's platform: a single-source commerce backend feeding storefront, delivery app and offline-first POS; shape the digital roadmap and integrate MarTech for data-driven branding.

Brands: **Ayam Bakar Asap Jimbaran · Bakmi Tjin Tjang · Glush**

2016 — Now

Jakarta, ID

Namaswara Consulting

Brand Strategist

- Translate brand goals into digital strategy and product roadmaps; advise on positioning for tech-driven products and platforms.

2022 — 2023

Jakarta, ID

BeliMobil · Dokter Lobster

Founder & CEO · Business Owner

- Founded and ran two ventures — corporate strategy and daily operations, investor and stakeholder relations, legal and financial oversight.

2018 — 2020

Sydney, AU

Commonwealth Bank

Lead User Interface Designer

- Led a UX/UI team on the bank's mobile app; kept the app efficient and consistent across releases.

2013 — 2022

Sydney, AU

Freelance

Information Technology Consultant

- UI/UX research & design, 3D modelling, game design & development, and production of digital brand collateral for a range of clients.

2017 — 2018

Jakarta · Sydney

Moka · Tilt (acquired by Airbnb)

Frontend Developer · Brand Assistant

- UI/UX research and frontend iteration at Moka (POS/fintech); brand, reviews and events at Tilt.

Also: UNSW — Assistant Tutor (2017) · Novotel Sydney — Executive Meeting Manager (2018–20) · Global Game Jam — Game Programmer (2016)

/ SELECTED WORK — live at the portfolio above

ABAJ Commerce OS F&B

One backend for a restaurant's storefront, delivery app & POS — staff edit menu, promos and look from one admin.

Next.js · Drizzle · Turso

POS System desktop

Offline-first register that keeps selling when the wifi drops and reconciles on sync; Rust core for what must not fail.

Tauri · Rust · React · ESC-POS

Mave Beauty Booking beauty

Self-serve booking with paid deposits and one canonical customer identity across walk-in, phone & Google.

Next.js · Drizzle · Turso · Xendit

Valid Loker AI

Job platform where AI reads a listing off a flyer photo, screens uploads (fail-open) and answers seekers 24/7.

TanStack · Drizzle · Anthropic

/ SKILLS & STACK

TOP

Astro · React · Vite

FRONTEND

React · Astro · Next.js · TanStack Start · React Router · Vite · TypeScript · Tailwind · React Native

BACKEND

Node · Next.js API · Astro Endpoints · Drizzle ORM · Zod · REST / Webhooks · Web Push

INFRA & DATA

Turso (libSQL) · SQLite · Vercel · Upstash · Sentry · Xendit · Tauri · ESC-POS

LANGUAGES & AI

TypeScript · Rust · C# · C++ · SQL · Anthropic API

BEYOND CODE

Brand & identity · UI/UX research · F&B / beauty venue setup · 3D · MarTech

AI Customer Service AI

Provider-agnostic WhatsApp agent that books by calling real APIs through typed tools; flag-gated, observable.

Anthropic · TypeScript · Web Push

ABAJ Delivery app

Brand-owned ordering SPA — phone-OTP sign-in through cart, payment and live tracking; 20+ screens.

React · Vite · React Router

/ EDUCATION

UNSW

Bachelor of Engineering (BE), Computer Software Engineering

2017 — 2020 · Sydney

Academy of Information Technology

Master's, Game & Interactive Media Design

2015 — 2016 · Sydney

Academy of Information Technology

Bachelor's, Game & Interactive Media Design

2013 — 2015 · Sydney

/ LANGUAGES

English — Full Professional

Indonesian — Native / Bilingual