NOBITA HUANG

Senior Software Engineer

Batam, Indonesia

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PROFILE

Senior software engineer who works closely with clients in Singapore and Malaysia to solve their company problems with software and AI workflows that run in production.

EMPLOYMENT

Senior Software Engineer at **Lyte Ventures**
May 2022 - Present
FULL-TIME · SINGAPORE

Individual contributor who works closely with clients on commission advance products for Malaysia and Singapore.

> **Lyte Malaysia** · Solo Full Stack Engineer — 2022 - Present
> Sole engineer for the entire commission advance system.
>
> **Lyte SG** · Full Stack Engineer — 2026 - Present
>
> **LyteLease** · Individual Contributor

Technical Team Lead at **PT Weefer Indonesia**
Jan 2019 - Apr 2022
FULL-TIME

Led a team of 12 full-stack engineers on separate projects. Handled project management and shipped production systems using C# and web technologies.

> **Talent Club** · Product Lead & Engineering Lead — 2020 - 2022
> ATS used by 20+ Indonesian companies to shortlist and hire talent end to end.
>
> **Haermes** · Mobile App Product Lead — 2019 - 2022
> Mobile employee self-service app for remote or onsite attendance, leave, and payslips.
>
> **Bodynits** · Individual Contributor — 2019 - 2022
> Built Fabric Roll Stock Management, an in-house system that follows stock from stock-in to production. Built Inline Quality Control, which tracks QC step by step and operator by operator, from the first process to the finished garment.
>
> **SwiftClaim** · Individual Contributor — 2019
> Developed claim receipt OCR with Google Vision API to pre-fill and validate claims.

Software Engineer at **PT Weefer Indonesia** — May 2018 - Jan 2019

Web Application Developer at **Code Brew** — Jul 2017 - Mar 2018

Web Application Developer at **DREAMSMART SOLUTIONS LIMITED** — Dec 2016 - Jun 2017

FREELANCE / LAB PRODUCTS

Plandora · Forward Deployed Engineer (Freelance) — Aug 2026 - Present

- Built agentic workflows with OpenAI GPT-6 Luna and a Jev classifier, using Claude Code.
- Built AEO/GEO tracking for 5 companies on ChatGPT, Gemini, and Perplexity, by region and language.
- Built product and SKU tracking that compares how a product performs against competitors.
- Built automated content creation that uses tracking data to improve AEO/GEO recognition.

Stealth AI Startup · Full Stack Engineer 2025 - May 2026

- Built the safety system for a travel plan product, before the company pivoted.
- Integrated an end-to-end payment system for B2B and B2C.

Nobita Lab · Personal Projects Oct 2025 - Present

Shipping personal R&D products including Gudang Prompts and BookMySlot.

Solitude of Strengths · Gym Management Software 2024 - 2025

Designed and built gym management software for member operations, scheduling, and day-to-day studio workflows.

PT Multi Karya Bajatama · Internal ERP 2024 - 2025

Built an internal ERP for fabrication and engineering operations, covering inventory, production workflows, and business process management.

Esse Digital · Shopify Tools & Restaurant OS 2023 - 2024

Built custom tools for 2 Shopify restaurant stores to fit their in-house ERP system. Built a campaign feature inside their Restaurant OS, now named Esse Digital.

SKILLS

Laravel · C# · Next.js · TypeScript · React · OpenAI API · Agentic workflows · AEO/GEO tracking · Payment integration · Google Vision API · Shopify