Ibrahim Nurul Huda

Head of Tech and Product | Engineering Background

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Summary

Head of Tech and Product at Founderplus, with 6+ years of hands-on engineering underneath the title. Runs product and engineering as one small team: Shape Up six-week cycles on a multi-tenant e-learning platform, with agents (MCP servers, internal agents) taking the routine work so the team ships beyond its headcount. Deep background in **Growth Engineering** (growth loops, activation funnels, +511% GSC impressions) and performance engineering (85% faster loads, 75% smaller bundles). Still reads the code before filing the ticket.

How I Work

I come from the Shape Up school: six-week cycles, fixed time, variable scope, and the 37signals habit of trusting running software over perfect plans. The team stays small on purpose. Profit over growth, 40-hour weeks, ship the working version and iterate. Building used to be the slow part of the job. With agents, the slow part is taste: deciding which ideas deserve a six-week bet and which get a clear no. And I do my own sales: I push what we ship through my network, demo it hands-on, and over-communicate the product until it sticks.

Experience

Head of Tech and Product *May 2026 — Sep 2026*
Founderplus · Jakarta (Hybrid)

- Own tech and product end to end at Founderplus: founderplus.id, **Founderplus Academy** (a multi-tenant e-learning platform), analytics tooling, and infrastructure; run the 2026 roadmap as **six-week Shape Up cycles** with a small engineering team serving **5 operating divisions**
- Shipping **Monetiz**, an **agentic-first commerce core engine** where AI agents run selling end to end: guest checkout, coupons + affiliate, landing-page hosting, and server-side conversion tracking (Meta/TikTok/GA4) on Cloudflare Workers
- Directed the company's shift to agentic systems: **admin-mcp**, an internal MCP server grown from **~30 mapped legacy routes to 66+ tools** AI agents use to run admin operations (OAuth + PKCE, Stripe-style idempotency keys)
- Reframed AI use from throughput to protection: agents handle first-line support questions and server-log triage, so engineers keep their deep-work blocks for architecture
- Built the internal capability pipeline: a **20-session** Agentic AI course, wiki-first knowledge base, and 3-week mentoring tracks that move engineers from frontend work into agentic infrastructure
- Closed out a **9-month** platform migration (Tencent Cloud Jakarta, zero-downtime Docker deploy pipeline) without pausing delivery cycles

Technical Product Manager *Dec 2025 — Apr 2026*
Founderplus · Jakarta (Hybrid)

- Leading a team of 4 engineers on company rebranding, aligning stakeholders across business goals and technical execution
- Delivered Cycle 1 "Core Foundation" of the **Founderplus Academy** platform in one six-week Shape Up cycle: tenant branding, role-based access, admin forms, and Zoho-synced lead data
- Shipped the internal **Sales CRM** (WhatsApp follow-up + invoicing) and drove adoption to **90%+ sales team usage**, with data cleansing improving lead accuracy
- Set up internal AI agents across **3+ divisions**, cutting query resolution time
- Maintaining **90+ Lighthouse scores** and **zero critical bugs** throughout delivery cycles

Product Manager *Aug — Dec 2025*
Founderplus · Jakarta (Hybrid)

- Owned product roadmap from discovery to delivery; shipped Minimum Lovable Product in weeks, not months
- Achieved **12x faster delivery** (from ~3 months to ~1 week); boosted **GSC impressions +511%**
- Connected Zoho + GA + FB Pixel into single trackable journey driving **+300% ops adoption**
- Built multi-tenant system (content, payment, auth, assessment); validated scaling via load testing

Fullstack Developer *Jul 2024 — Aug 2025*
Founderplus · Jakarta (Hybrid)

- Cut **API latency 60ms**, **CPU load 35%**, **React bundle 2MB → 500KB**, **bugs down 40%**, **build time 90%**
- Created AI-driven "UI-Generated Insights" module; merchants launch campaigns **3x faster**
- Built A/B testing tool driving **25% uplift in lead conversion**
- Image-optimization system (AVIF/WebP) lowering payload **70%**

Back End Developer *Nov — Dec 2024*
Badr Interactive · Jakarta (Hybrid)

- Architected JWT auth with granular RBAC, securing **20+ endpoints**
- Owned API contract design across **3 teams**; enforced type safety and N-Layered architecture
- Delivered **zero security vulnerabilities** on launch; **100% PR review coverage**

Software Engineer *May — Jul 2024*
PT Deka Insight · Remote

- Rebuilt **10+ static pages** into responsive layouts; optimized PHP codebase and database relations
- Patched **3 CKEditor XSS vulnerabilities**; built API-driven image upload pipeline
- Shipped dynamic recommendation feature boosting **content engagement 30%+**

Product Engineer *Jan 2022 — Present*
Cahaya Petunjuk Inovasi · Tangerang (Remote)

- Built AI SaaS platform (Bantu AI) integrating **50+ AI models** with custom API pipelines
- Built automated Tokopedia-to-Shopify migration handling products, customers, and reviews
- Grew community to **70+ active users** with **3x monthly usage growth**

Web Developer *Jan — Mar 2024*
PT NCIS Bandung · Remote

- Built hospital management app serving doctors, specialists, and pharmacists
- Delivered **5+ interactive data modules** with full cross-device responsiveness

Web Developer *Oct — Dec 2023*
Murunah Indonesia · Remote

- Built SEO-optimized high-performance website with SSG and programmatic SEO
- **Acquired new clients within 3 weeks**; achieved **perfect Lighthouse scores**

Software Developer *Aug — Oct 2023*
Braincore.ID · Remote

- Programmatic SEO strategy generating **100+ indexed pages**
- Built **3 microservices**; achieved **Lighthouse 100** performance

Part-Time Developer *May — Jun 2023*
PT Strong and Trusty · Yogyakarta (Remote)

- Shipped serverless video-learning platform for **2 education clients** with **50+ video lessons**
- Deployed on Vercel with **90+ Lighthouse scores** and accessibility-compliant interface

Frontend Engineer *Jan 2020 — Oct 2022*
Sunat Ceria · Sukoharjo

- Dominated local SEO; drove organic traffic to **#1 local rankings**
- Migrated WordPress to Astro JS; achieved **Lighthouse 100/98**; **cut hosting costs 90%**

Skills

Frontend React, React Native (Expo), Vue, Svelte, Next.js, Astro.js, Tailwind CSS, TypeScript
Backend Python, FastAPI, Node.js, Laravel, PostgreSQL, SQLite, MariaDB, Redis
Agentic AI MCP Servers, Multi-Agent Systems, LLM Orchestration, Knowledge Graph, Context Engineering
DevOps Docker Compose, GitLab CI/CD, Nginx, Cloudflare, Linux VPS
Marketing GTM, GA4, FB Pixel, A/B Testing, UTM Architecture, Conversion Tracking
SEO Programmatic SEO, Schema Markup, Crawlability, Content Strategy, GSC Analysis
Product Shape Up, OKR, Growth Loops, Retention Systems, Discovery & Delivery, User Interviews
Leadership Team Leadership, Cascading OKRs, Shape Up Facilitation, Mentoring & Capability Building, Stakeholder Alignment, Change Management
Languages Indonesian (native), English (professional), Arabic (full-immersion university training)

Selected Projects

SkorCV *Live*
skorcv.sarbeh.com

- ATS CV checker built on a **deterministic scoring engine** with auditable rules, plus optional AI feedback. Paid product (Rp29.000) from day one

Teman Ngaji *Live*
teman-ngaji.sarbeh.com

- Study companion for Islamic studies students: paste notes, get AI summaries, flashcards, and term glossaries. **Citation-first**, built to refuse answers it can't source. Early-bird paid launch (Rp49.000)

Bantu AI *2022 — Present*

- AI SaaS integrating **50+ models** (Islamic search, transcription, text-to-image), now at **70+ active users** with **3x monthly usage growth**

Writing

77 articles on product, engineering, and agentic AI at blog.sarbeh.com.