

Denandro Yusuf

AI & Automation Project Manager | Shopify & E-Commerce Systems | Technical Project Direction | Automation, APIs & Internal Tools

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Denpasar, Indonesia | Open to remote (UTC+8) | Overlaps US Pacific mornings, full EMEA and APAC hours

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SUMMARY

AI and automation project manager who leads the delivery of internal production systems and stays technically involved in the architecture, the APIs and the code review. Manages and supervises a small engineering team at a ~300-employee apparel manufacturer, turning operational problems in merchandising, marketing, HR and production planning into written technical requirements, then directing implementation, QA and rollout. Still builds: the company's HR, attendance and statutory payroll platform, built hands-on by directing Claude Code against written specifications, 137,255 lines of application TypeScript over a 102-model PostgreSQL schema, live on Google Cloud Run. Works AI-first: most builds are made with Claude Code and ChatGPT against his own specifications. Three years of Shopify depth, from storefront admin to Lead Web Developer on a Shopify Plus store: Admin GraphQL, Liquid and Online Store 2.0 themes, live-store migrations and release QA. Law background applied directly to regulated-domain systems: payroll tax, social-security contributions and employee-data access control. Three years working daily with US stakeholders across a 14-hour time gap.

SKILLS

Project & technical direction: Requirements discovery with non-technical operators, technical specification, engineering supervision and code review, decision-logic and guardrail review, release management, QA direction, production rollout, vendor and stakeholder coordination, technical hiring and screening, operator documentation and handover

Languages: TypeScript, JavaScript, Python, SQL, Liquid, HTML, CSS

Frameworks: Next.js (App Router), React, Node.js, FastAPI, Prisma, Tailwind CSS, Streamlit

Data and infrastructure: PostgreSQL, SQLite, Google Cloud Run, Cloud SQL, Compute Engine VMs, GitHub Actions, Docker, FFmpeg, Google Sheets API, Server-Sent Events

AI and automation: Claude Code, ChatGPT, Higgsfield (AI video), OpenAI API, prompt design and versioning, LLM guardrails and constrained output, deterministic rules engines, workflow automation

Commerce and platform APIs: Shopify Admin GraphQL API, Shopify apps (webhooks, app blocks, web pixels), Shopify Liquid and Online Store 2.0, Shopify Plus, Salesforce, Meta Marketing API, WordPress REST API, Klaviyo, Attentive

Testing and QA: Vitest, Playwright, pytest, integration testing, accessibility auditing (axe-core), Core Web Vitals

EXPERIENCE

AI & Automation Project Manager (formal title: AI Project Manager), PT In Fashion (In Fashion, Ltd.)

Nov 2025 – Present | Denpasar, Indonesia

US-market apparel brand and manufacturer, approximately 300 staff, Shopify Plus storefront.

- Lead the company's AI and automation programme: manage and supervise a small engineering team, define technical and product requirements with merchandising, marketing, HR, accounting and production planning, review implementations and decision logic before they ship, and direct QA and operational rollout.
- Built an HR, attendance and statutory payroll platform hands-on, directing Claude Code against my own specifications (Next.js 16, React 19, TypeScript, PostgreSQL, Prisma): 137,255 lines of application TypeScript across 451 files and a 102-model schema, taken from an empty repository to live on Google Cloud Run and Cloud SQL. In production since the August 2026 cutover as a phased pilot inside a ~300-employee organisation, with the legacy 291-column workbook retained as the reconciliation reference.

- Built its payroll engine on fixed-point decimal arithmetic with no floating-point money anywhere: effective-dated rule versions, an eight-bucket time model, Indonesian PPh 21 (per marital status) and BPJS, plus the company's own 78-hour monthly overtime threshold applied chronologically, and every payslip recording which rule version priced it with a human-readable calculation trace.
- Designed the permission model enforced at server-side call sites and an append-only audit ledger with no update or delete path in the codebase, with recursive redaction of identity, bank and salary values, AES-256-GCM field encryption and argon2id hashing.
- Generated bank transfer files by patching the bank's macro-enabled XLSM template at the OOXML level, preserving the VBA project byte-identically, failing closed when it is missing, and rejecting account numbers long enough for Excel to silently round.
- Run releases without a CI server: a documented runbook of unit, integration and Playwright end-to-end suites against a freshly migrated PostgreSQL, and a read-only pre- and post-deploy integrity script that diffs production metrics and treats any drift as a failed release.
- Directed development and ongoing operation of an automated advertising-review system (Python, Meta Marketing API, OpenAI): required every cost threshold to live in one config file so retuning a number is never a code change; specified the guardrails, under which a deterministic rules engine flags every pause and the LLM explains each one and may argue to keep a flagged ad as a labelled override, but never pauses one; and supervised engineering, maintenance, QA and rollout.
- Directed product-page automation (Python, Shopify Admin GraphQL API), built by an engineer on my team, that assembles complete product pages from the internal workbooks: defined the five production types and what each means for pricing, sizing and stock location, and ruled that inventory is matched to variants by SKU, not position.
- Built, with Claude Code, self-serve Shopify order exports for production planning behind company sign-on, now developed further by my engineers.
- Built a wholesale order platform that replaced an Excel order form with validated, signed orders on live Salesforce data: no full card number ever stored, logged or rendered, every Salesforce call server-side, order minimums enforced on the server, rolled out to the sales reps and the planning team.
- Built a seasonal catalogue media pipeline publishing ~1,050 images per season across 166 products: eight small tools with separated blast radii, every writer dry-run by default, each product's swatches matched to its colourways as one assignment, not greedily.
- Analysed the loyalty programme's true cost: reproduced the vendor's figures from raw data, built the daily sync, recommended a holdout test, and wrote the vendor letter fixing a before-and-after study's terms.
- Built, with Prada Dipa, an LLM CV-screening service required to redact identifiers twice and never issue an accept or reject; the foundation is merged and tested, with a pilot still to run.
- Built in September 2026, directing Claude Code against my own specifications, a style-family image sync, live since 23 Sep: when merchandising reorders a colour's images on any product page, every sibling page and size variant follows within ten minutes, and conflicting edits pause rather than guess.
- Built, the same way, an inventory sync Shopify app for pieces sold on several product pages, designed so a finite stock's last piece sits on one inventory item that Shopify's own checkout guards: a single-writer worker, HMAC-verified webhooks, oversells reported rather than clamped; live for an allow-list since 27 Sep.
- Shipped sale-price product titles that follow the selected variant (live since 25 Sep) and per-variant product-page blocks (deployed to the live theme 26 Sep, not yet used by any product page); built a shoppable-video Shopify app (9:16 player, FFmpeg renditions), accepted on a test theme and not yet launched.
- Diagnosed and fixed a storefront search-relevance defect on the live store, entirely in Liquid: two snippets normalising 20 punctuation characters on both sides of every comparison and requiring every typed word to be present, shipped as an opt-out theme setting so it cannot be silently disabled.
- Wrote a re-runnable Shopify customer data migration in Python against the Admin GraphQL API (client-credentials OAuth, cursor pagination, batched metafieldsSet with per-record retry): 539 lines lifting birthday months and mobile numbers out of years of free-text notes, guarded so "ordered in March" can never become a birthday, writing only where the field is empty, dry-run by default.
- Direct Claude Code as an implementation workforce against written specifications, owning the architecture, the statutory rule interpretation and the release decision; each release records commit SHA, backup ID, Cloud Run revision, gate results and a rollback target.

- Run technical screening for engineering hires: designed a scored three-day take-home trial and an answer key grading the correct response to each of fourteen classes of seeded defect rather than the correct value, and directed the team's build of its deterministic synthetic dataset.

Lead Web Developer, PT In Fashion (In Fashion, Ltd.)

Sep 2024 – Nov 2025 | Denpasar, Indonesia

- Led web development for a live Shopify Plus storefront: Online Store 2.0 theme and section development in Liquid, app and third-party vendor integrations, storefront performance and SEO, and release QA on a store that cannot go down; kept that ownership after moving into the AI and automation role in Nov 2025.
- Managed and directed development of a Shopify-connected slow-seller decision system: turned merchandising's flowchart into an explicit rule set of four decision actions, or a deliberate blank, with every threshold named in one place; specified safe writes into a spreadsheet people use daily (a column allowlist, formula-cell detection, a fingerprint check that refuses a stale preview); reviewed the logic and supervised engineering, QA and rollout.
- Specified how store sales must be measured for it to be trusted: whole days in the store's timezone, units only, refunds subtracted, order IDs de-duplicated so a retried page cannot inflate a total, no fuzzy matching.
- Supported lifecycle marketing engineering (Attentive journeys, Klaviyo campaigns and flows), wrote operator runbooks so each tool could be handed over rather than owned by its author, and coordinated with US stakeholders and vendors across a 14-hour gap.

Lead Graphic Designer, PT In Fashion (In Fashion, Ltd.)

Mar 2024 – Sep 2024 | Denpasar, Indonesia

- Directed storefront and campaign visual production and maintained the brand's e-commerce visual system; continued as design lead alongside the web development role through Jun 2025.

Shopify Admin, PT In Fashion (In Fashion, Ltd.)

Jul 2023 – Mar 2024 | Denpasar, Indonesia

- Administered storefront content and theme configuration on a live Shopify store, then began customizing theme features in Liquid, HTML, CSS and JavaScript, where the engineering track started.

Assistant Director, Lowo Abang Art Cycle

May 2021 – Jun 2023 | Denpasar, Indonesia

- Supported company formation, led a production team, and handled local and international customer accounts.

PROJECTS

portfolio.jdenandro.com, personal portfolio (V3) (Next.js 16, React 19, TypeScript, GSAP, Lenis, Canvas 2D)

Illustrated scene journey with an optional explorable 2.5D world, presenting internal production systems as case studies and runnable synthetic-data demos, with architecture diagrams generated from each system's real component graph and an editorial rule set that traces every claim to evidence. Ships its own QA tooling: overflow and console-error sweeps, axe-core audits across motion modes, and a Core Web Vitals check.

ANATOMY, personal project with Stephanie Monique: our knitwear label's Shopify theme (Liquid)

A complete Online Store 2.0 theme built from scratch: 24 sections, 12 JSON templates, 8 snippets and 2 layouts, with the brand palette and type as settings-schema tokens. No framework, no build step.

Agent Session Observability (Claude Code Status), macOS observability dashboard for concurrent AI coding sessions (Electron, Node 22)

No runtime dependencies. Streaming-incremental transcript parsing keeps a growing JSONL corpus digestible on a five-second tick, resuming from a persisted byte offset with atomic cache writes, plus a per-model LLM cost engine with correct cache-read and cache-write multipliers, shown as API-equivalent cost, not billed spend.

EDUCATION

Bachelor of Laws (LL.B.), Universitas Muhammadiyah Yogyakarta

International Program for Law and Sharia

Additional law study: İstanbul Üniversitesi (International Human Rights Law, 2017); Asia University, Taiwan (exchange, 2018); Universitas Gadjah Mada (2022).