

# MUHAMMAD IHZA MAHENDRA

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## EXPERIENCE

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### Algorithm Engineer

Bytedance

Jan 2024 - Now

*Jakarta, Indonesia*

- Implement the new recom engine to google shop landing page where it increase gmv up to 129%
- Develop additional lighter ranking modules which function to align business goal where it ranks bigger space of products to pass on final ranking model to personalize user preference where it increase +13% gmv, +9.24% order increase and +0.73% ctr
- Developed features and model architecture for ranking and recall modules in a recommendation system, using deep learning on ByteDance's cloud, driving +93% gmv, +96% orders, and +39% ctr.

### Data Scientist

Tokopedia

Dec 2021 - Dec 2023

*Jakarta, Indonesia*

- Design and implement automate audience distribution in push notification for user targetting goods category by applying deep learning based model which predict user next category based on user sequence behaviour with 0.80% cvr and 0.45% ctr for 150+ million targetted users.
- Developed a Gen-AI use case for e-commerce by building an AI shopping assistant API endpoint using GPT Azure, applying instruction tuning to ensure its role as a helpful, safe, relevant, and inspirational assistant.
- Built a LightGBM-based surrogate income model to predict Tokopedia credit card eligibility, achieving a +0.75% TP uplift with minimal increase in false negatives.
- Developed an end-to-end for a ctr prediction model in push notification, boosting ctr by 153% and ctr by 71%, while managing the project lifecycle.

## SKILLS

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### Programming Languages

Python, C++

### Technical Framework

Flask, Tensorflow, Scikit-Learn, Pandas, Numpy, Matplotlib, Deep Learning, Open-CV, Pytesseract

### Databases

MySQL, PostgreSQL, Hive SQL

### MLOps Infra

GCP, Airflow, Jenkins, Docker, Kubernetes, Bytecloud, Distributed Inference

## PERSONAL PROJECTS

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### AI based personality Test

Design Speech to Speech application for personality test using open source LLM

### Verbal Trainer AI

Build verbal trainer AI skeleton with optimized LLM model

## PUBLICATIONS

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[Open Instruction-tuned Generative Large Language Models for Indonesian Languages](#)

2024

[Optimizing Convolutional Neural Network by Using Genetic Algorithm for COVID-19 Detection in Chest X - Ray Image](#)

2021

[Framework for Analyzing Netizen Opinions on BPJS Using Sentiment Analysis and Social Network Analysis \(SNA\)](#)

2021

## EDUCATION

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**Bachelor of Computer Science**, Telkom University

2017 - 2021

GPA : 3.81.4 Cum Laude