

Muhammad Albar Ghiffar

Conversational AI & Technical Operations

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PROFILE

Conversational AI and technical operations specialist with 7+ years of experience across customer support systems and automation. Deliver enterprise voicebots at AI Rudder, from conversation design and intent tuning to testing and deployment. Previously spent six years at Bukalapak building incident alerts, improving CRM workflows, and supporting a company-wide CX system migration.

CORE SKILLS

Conversational AI: Voicebot and chatbot delivery, multi-turn dialogue flows, NLU intent tuning, pre-deployment QA, audio preparation.

Operations & automation: Python, SQL, REST APIs, webhooks, Zendesk administration, Redash, CRM migrations, incident alerting, Git/GitHub.

EXPERIENCE

AI Rudder | Robot Delivery Ops

Aug 2025 - Present | Jakarta

- Configure, test, and deploy enterprise voicebots and chatbots, translating client requirements into conversation flows and platform configurations.
- Tune intent recognition and multi-turn dialogues; validate edge cases with Product Design, QA, Voice Talent, and Client Solutions teams.
- Prepare voice assets through denoising, normalization, silence trimming, and encoding for voicebot delivery.
- Built hephaestus, a Python CLI that converts conversational PRDs and dialogue flows into voicebot JSON schemas. Reduced configuration time from roughly four hours to under three minutes.

Bukalapak | CX Systems & Ops Lead

Aug 2021 - Dec 2024 | Jakarta

- Built an anomaly alert pipeline using Zendesk ticket data, Redash SQL, and Google Chat webhooks to flag platform incidents ahead of social media escalations.
- Co-led a company-wide CX system migration across data, operations, and vendor teams, coordinating configuration and transition without customer disruption.
- Created daily and weekly CX dashboards with Zendesk API and Redash SQL to support performance monitoring and incident triage.
- Improved ticket workflows and routing tools for Bukabantuan to reduce resolution time and support changing business needs.

EXPERIENCE - CONTINUED

Bukalapak | CX Systems & Ops Analyst

Nov 2019 - Jul 2021 | Jakarta

- Integrated WhatsApp and Telegram intake with Zendesk, Sociomile, and eCentrix for multi-channel customer support.
- Configured ticket tagging, queue hygiene, and SLA routing rules; built structured customer feedback intake on the Bukabantuan help portal.

Bukalapak | Crisis Center & Anti-Fraud Ops

Oct 2018 - Nov 2019 | Greater Jakarta

- Investigated account takeovers, phishing, and payment fraud; worked with security and operations teams on prevention rules.
- Resolved escalated customer disputes involving payments, deliveries, and refunds.

Yayasan Terumbu Rupa | ARTificial Reef Maintenance Officer

Feb 2018 - Jul 2018 | Jakarta / Pulau Sepa

- Maintained artificial reefs, conducted monthly fish and coral surveys, and compiled field data for marine research. Coordinated research teams and resort management.

SELECTED PERSONAL PROJECTS

bitfrost | Python, ViGEmBus, HID, DSU Server

Built a Windows controller bridge that maps Nintendo Switch Pro and compatible controllers to virtual Xbox 360 / PS4 gamepads, with vibration and motion support. Addresses Bluetooth disconnects and incorrect button mappings.

forma-studio | React, TypeScript, Supabase, Capacitor

Built a strength-training workout app with a searchable library of 1,300+ exercises, custom routines, and equipment-based filtering.

EDUCATION & TRAINING

Universitas Padjadjaran | 2013 - 2017

Sarjana Kelautan (S.Kel), Marine Sciences.

Pacmann | Oct 2024 - Oct 2025

Non-degree Data Science Track: machine learning, statistics, and Python.

Cisco Networking Academy | 2020

PCAP - Programming Essentials in Python course.

CERTIFICATES & LANGUAGES

Certificates: EF SET 63/100 (C1 Advanced); DataCamp Data Analysis with Python and Spreadsheet Fundamental skill tracks.

Languages: Indonesian and Sundanese (native); English (C1 Advanced); Japanese (elementary).