

Said Rasidin

Data Scientist / AI Engineer

Jakarta, Indonesia | +62 851 5700 7973 | said_rasidin@pm.me | [Linkedin](#) | [Blog](#)

Machine Learning Engineer with broad experience in developing scalable AI systems, recommendation engines, forecasting models, and intelligent automation pipelines. Skilled in Python, PyTorch, Azure AI, Microsoft Fabric, vector databases, and modern data architectures. Certified Google Professional ML Engineer and Azure AI Engineer Associate, with strong ability to transform complex data challenges into impactful, production-ready AI solutions.

Work Experience

TenEleven.ai | Jakarta, Indonesia

July 2025 - Present

Data and AI Consultant firm.

Senior Machine Learning Engineer

- Architected and delivered production-grade AI solutions in conversational AI, agentic systems, and data-driven applications, ensuring scalable and efficient deployments.
- Designed and implemented comprehensive conversational AI platforms for a global automotive client, incorporating tool calling, API orchestration, state management, and automated workflows.
- Developed and evaluated PoCs such as Chat-with-Data systems, agentic DevOps assistants, voice-enabled AI agents for real-time interactive Q&A, and conversational analytics tools featuring dynamic dashboard generation.
- Created advanced agentic AI architectures, including Agentic RAG, autonomous task-oriented agents, and multi-step reasoning pipelines, to enable complex decision-making and operational efficiency.

Stack: Azure, AI Foundry, AI Search, Dify, Microsoft Agent Framework, Databricks, Microsoft Fabric

Tribun Network - KG Media | Jakarta, Indonesia

August 2024 - June 2025

One of the biggest local news networks in Indonesia.

Data Scientist

- Developed a personalized advertorial boosting strategy to increase page views and optimize content delivery.
- Researched and implemented cutting-edge hierarchical text classification (HiDEC) with PyTorch to standardize news content categorization.
- Leveraged large language models (LLMs) for data conditioning and labeling, improving data quality and eliminating manual effort.
- Built and deployed the Trending Topik feature and an internal image search system.
- Designed and implemented tags and article recommendation systems, enhancing user engagement and click-through rates across the entire Tribun Network.
- Optimized a recommendation system by integrating the Qdrant vector database and caching mechanisms, reducing CPU usage from 95% to 20% and significantly improving delivery efficiency.
- Streamlined the entity extraction pipeline using BERT, decreasing daily processing time from 2 hours to just 15 minutes.

Technologies and expertise: PyTorch, Ollama, MongoDB, Qdrant, ElastiCache, Athena, FastAPI, Autoscaling

Praktis.co | Jakarta, Indonesia

November 2021 - July 2024

Praktis is an end-to-end supply chain startup enabler for local brands.

Data Scientist

October 2022 - July 2024

- Built forecasting models with Vertex AI AutoML, enabling rapid development of ML systems for simulated forecasting.
- Implemented text similarity search using word embedding and cosine similarity to align product categories across online marketplaces.
- Collaborated with academic experts to formulate optimization models aimed at enhancing production scheduling efficiency, implemented using Pyomo, Lingo, and also developing heuristic algorithms in Python
- Developed Min-Max inventory monitoring logic and visualized using Metabase to enhance inventory management and out-of-stock prevention
- Pioneered the development of advanced demand forecasting models using Python orchestrated by Airflow for batch inference, ensuring effective inventory management.

Technologies and expertise: Python, Airflow, BigQuery, Lingo, Pyomo, Vertex AI

Data Analyst

November 2021 - October 2022

- Custom-engineered Google Sheets and Postgres operators using Airflow Hooks for seamless data integration into the production environment
- Cleaned and migrated data into a BigQuery data warehouse for BI dashboards, achieving lower response time dashboards
- Conducted ad-hoc requests (complicated queries, data cleaning, data migration)

Technologies and expertise: Python, Airflow, BigQuery, Metabase

Jakarta Smart City (JAKI) | Jakarta, Indonesia

August 2021 - October 2021

Jakarta Innovation Laboratory, a connector for citizens and the government.

Data Science Trainee (Internship)

- Researched a Few-Shot Learning method to categorize CRM report images and improve model flexibility for new target classes without re-training.
- Deployed prototype model for serving web app and prediction API.
- Getting insight how big data can be implemented in the various sectors to improve the quality of life of the citizens

Technologies and expertise: Python, Heroku, PyTorch

Pusat Penelitian dan Pengembangan Geologi Kelautan (PPPGL) | Bandung, Indonesia

August 2019 - October 2019

Indonesia Center for marine geological research and development

Thesis Project (Research Intern)

- Conducted marine seismic data pre-processing, processing, Post-Stack, and Pre-Stack Kirchhoff Time Migration to get better insight into the underlying geological structures.
 - Implemented seismic multiple denoising using Surface Related Multiple Elimination (SRME) and Radon Transform achieved a clearer seismic image.
 - Delineated geological structure beneath the Seram Sea.
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PT Timah Tbk | Pangkal Pinang, Indonesia

September 2019 - October 2019

The largest tin mining company in Indonesia.

Geophysicist Intern

- Conducted magnetic and geoelectrical surveys to map the potential areas of tin ore deposits.
 - Conducted data processing of magnetic and geoelectrical data to produce geomagnetic map anomalies for the potential areas of exploration.
 - Interpreted the geomagnetic map to delineate the areas of primary tin ore deposits.
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Skill

- **Technical Skills:** Python, SQL, BigQuery, PyTorch, Metabase, Pyomo, Lingo, git, FastAPI, Docker, Airflow, GCP (Vertex AI, BigQuery, Cloud Run, GCS), AWS (EC2, Athena, S3, QuickSight, MWSAA).
 - **Soft Skills:** Self-starter, can-do attitude, always curious, innovative, clear communication
 - **Languages:** Indonesian, English (C1 Advanced)
 - **Comfortable with:** Machine Learning Modeling, Deep Learning, Automation, Optimizations, Data Analytics.
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Education

Universitas Jambi, Indonesia

August 2015 - March 2020

Bachelor of Engineering in Geophysical Engineering

Organizations: HMTGF UNJA (Head of External Division), SEG UNJA (Board Member), HMGI Wilayah 1 Sumatera (Member of Research and Technology Division)

Certification

[Google Professional Machine Learning Engineer Certification](#)

September 2024 - September 2026

[Azure AI Engineer Associate](#)

September 2025 - October 2026

[Coursera Supervised Machine Learning: Regression and Classification](#)

Volunteering

Yayasan Anak Bangsa Bisa (Gojek)

June 2022 - August 2022

Data Analyst Mentor

- Guided two student groups in Kampus Merdeka Capstone Projects, focusing on dashboard development and data insights
- Shared industry expertise to enhance students' understanding of data analysis practices