

Afiq Rosli

Full-Stack Product Engineer · Product Ownership · AI-Enabled Development

Singapore (based) · Brunei Darussalam (origin)

afiq_rosli@live.com | [LinkedIn](#) | [PRTO \(Live SaaS\)](#) | afiqrosli.com

PROFESSIONAL SUMMARY

Full-stack product engineer with **6+ years of experience** across pre-revenue startups, a co-founded venture, and corporate R&D. Combines hands-on engineering (Nuxt 3, Vue 3, TypeScript, Elysia, Drizzle ORM) with product ownership experience: translating stakeholder needs into shipped features, managing roadmaps, and owning products end-to-end from schema to UI.

Currently building **PRTO** ([prto.app](#)), a live productivity SaaS with payments and privacy compliance, while serving as Head of Innovation at DMF (pre-revenue fintech startup), leading finance SaaS development, product strategy, and stakeholder communications.

What I bring:

- **Product ownership + engineering in one person:** Head of Innovation, team lead, and co-founder roles where I translated market needs into requirements and then built the features myself.
- **AI-enabled development:** authored 12+ custom AI agent workflows (end-to-end delivery pipeline orchestration, security audit pipelines, version-gated releases) and operationalized them across real engineering cycles.
- **Privacy-aware building:** privacy compliance across Brunei PDPO, Singapore PDPA, EU/UK GDPR, and Japan APPI, applied end-to-end on a live SaaS project.
- **Startup lifecycle experience:** 5+ years across three pre-revenue startups, shipping with limited resources across engineering, product, and operations roles.

Career context: Co-founded HueTech Enterprise; led engineering teams at Grominda and DMF (pre-revenue startups); corporate R&D at EVYD Technology (healthtech data engineering).

TARGET ROLES

Strong fit: Technical Product Manager / Technical Product Owner (with engineering background) · Full-Stack Product Engineer · Engineering Manager (small team) · AI-Assisted Development Lead

Stretch: Senior Product Engineer (startup) · Technical Program Manager · Lead Engineer at a small team

KEY PROJECT

PRTO: Production SaaS (Solo Build)

Live: [prto.app](#) · **Stack:** Nuxt 3, Vue 3, TypeScript, Elysia, Drizzle ORM, PostgreSQL (Neon), better-auth, Polar, Resend, Redis, Vuetify, Pinia, Netlify

A productivity SaaS implementing the 80/20 rule for task prioritization. Built and deployed solo with complete end-to-end ownership: product decisions, frontend, backend, database, authentication, billing, email infrastructure, and privacy compliance.

- **Product ownership:** Full lifecycle — user research, feature prioritization, requirements, implementation, deployment. Waitlist + early-access funnel with survey capture, in-app feedback collection, 8 long-form SEO guides
- **Engineering:** better-auth (email/password + Google OAuth, session management, verification/reset flows), Polar billing (merchant of record, webhooks, subscriptions), Resend transactional email, Redis rate limiting, soft-delete with restore windows, activity logging, drag-and-drop task nesting
- **Type-safe architecture:** Drizzle ORM typed schema on PostgreSQL/Neon, Elysia + Eden contract for a type-safe API boundary, 28 centralized TypeScript interface files, TypeBox + Zod runtime validation
- **Privacy:** Cross-jurisdictional privacy policy (Brunei PDPO 2025, Singapore PDPA, EU/UK GDPR, Japan APPI), third-party processor mapping with SCCs/DPF transfer mechanisms, data minimization commitments, retention planning, cookieless analytics (Umami)
- **AI workflows:** 12+ custom AI agent workflows across 5 release cycles — `code-e2e` (11-step delivery pipeline orchestrator: resumable state, parallel 3-lens audit, human-in-the-loop gates, bounded fix loops), `code-security-audit-uncommitted-changes`, `code-version-uncommitted-changes`; 14-document engineering style-guide standard
- **Documentation:** VitePress multi-department docs (engineering, product, security, tools), Mermaid architecture diagrams, retrospectives, developer guide

EXPERIENCE

Head of Innovation, Dynamic Management Formulae (DMF)

July 2025 – Present | Singapore | Pre-revenue fintech startup

- Defined long-term product ecosystem vision aligned with business strategy and market trends; tracked emerging technologies to set innovation priorities

- Shaped interconnected product strategies within a broader product ecosystem; forecasted resource requirements for ecosystem development
- Translated business requirements into engineering work for the development team

Earlier roles at DMF:

Head of DevOps *(May 2025 – June 2025 | Singapore)*

- Translated market needs to product requirements; managed a distributed team of freelancers across development, UI/UX, documentation, security, architecture, and QA
- Monitored SaaS infrastructure and managed budget

Senior Software Engineer *(April 2024 – April 2025 | Singapore; role spanned product ownership, stakeholder translation, and engineering direction)*

- Led finance SaaS development with end-to-end ownership; managed executive-level stakeholder communications
- Integrated Xero and Zoho APIs for accounting workflows; modeled financial domain concepts for the engineering team
- Managed concurrency and multi-threading for high-throughput requests; integrated AI via OpenRouter

Chief Executive Officer / Co-Founder, HueTech Enterprise

June 2020 – October 2025 | Brunei | Co-founded startup

Chief Executive Officer *(June 2023 – October 2025)*

- Managed the engineering team and set technical direction; coached engineers, conducted code reviews, removed blockers
- Oversaw administrative compliance and operational workflows

Co-Founder *(June 2020 – May 2023)*

- Set up Azure infrastructure and CI/CD pipelines (Azure Pipelines); deployed Nuxt 3 SSR on Azure Web App with Cosmos DB
- Mentored engineering team and established engineering practices and operational workflows

Software Engineer (Innovation Team Lead), Grominda

September 2022 – February 2024 | Brunei | Pre-revenue startup

- Led the Innovation Team, driving technical direction and product development
- Conducted data analytics with R and Python; developed Express APIs for product features
- Applied design thinking to complex problems; facilitated technical workshops for internal teams and external partners
- Served as Technical Assistant for CodingBN Cohort 2 (AITI government initiative); mentored government officials on software prototyping at IPA

Data Engineer / Backend Engineer, EVYD Technology

August 2021 – September 2022 | Brunei | Corporate R&D (healthtech)

Data Engineer *(April 2022 – September 2022)*

- Ingested data sources (databases, APIs, static files) to target databases using Java, Python, and Oracle GoldenGate (OGG)
- Built features for internal platforms using Vue and Flask to streamline data pipeline management

Backend Engineer *(November 2021 – March 2022)*

- Developed REST APIs with Go and Java
- Added features to core product and maintained crawlers

Software Engineer Intern *(August 2021 – October 2021)*

- Built Java GUI applications (Swing, MigLayout, threading, MVC); Python data work (NumPy, Pandas, Matplotlib, Scrapy)
- SQL training, Hadoop/Hive data warehousing, PySpark big data processing

Software Developer, Grominda Group

June 2019 – July 2020 | Brunei

Software Developer (Part-time) *(September 2019 – July 2020)*

- Held dual responsibility as website developer and interim project manager
- Built and maintained Plus EXP platform using Laravel, MySQL, and Microsoft Azure
- Managed projects via Agile Scrum methodology
- Supervised multiple interns and delegated work
- Communicated across departments to ensure business logic alignment

Software Developer (Intern) *(June 2019 – September 2019)*

- Built and maintained Plus EXP platform using Laravel, MySQL, and Microsoft Azure

TECHNICAL SKILLS

Area	Technologies
Frontend	Vue 3, Nuxt 3, TypeScript, Vuetify, Pinia, Composition API, VitePress
Backend	Elysia, Express, Go, Java, Flask, REST API design
Database	PostgreSQL, Drizzle ORM, Azure Cosmos DB, MySQL, Oracle, Hadoop/Hive

Area	Technologies
Auth, Billing & Email	better-auth, OAuth 2.0 (Google), Polar (merchant of record, subscriptions, webhooks), Resend transactional email
Cloud & Infra	Netlify (edge/serverless), Azure (Web App, Pipelines, Cosmos DB), Redis, Neon
AI Workflows	BMAD (12+ custom-authored workflows), Devin Desktop, multi-agent orchestration, OpenRouter LLM integration
Privacy & Compliance	Brunei PDPO 2025, Singapore PDPA, EU/UK GDPR, Japan APPI; SCCs, DPF, data minimization, retention planning
DevOps & Testing	Azure Pipelines, Vitest, Playwright, ESLint, 14-document style-guide standard, Umami analytics
Data & Analytics	Python, R, SQL; NumPy, Pandas, Matplotlib, Scrapy, PySpark, Oracle GoldenGate
Product & Leadership	Head of Innovation, Head of DevOps, Co-Founder; requirements translation, stakeholder communication, user research, feature prioritization, mentoring, design thinking, Agile Scrum

EDUCATION

Bachelor of Computer Science, University of Chester *(February 2018 – January 2021)*

Foundation Degree in Computing, Solent University *(2016 – 2017)*

WHAT I'M LOOKING FOR

- **Bridge product and engineering:** roles combining the "what" and the "how" — Technical Product Owner, Product Engineer, or full-stack roles with product ownership responsibility.
- **Apply AI-enabled workflows:** I've operationalized AI agent workflows in real engineering cycles and want to bring that to a team open to AI-assisted development.
- **Build privacy-aware products:** end-to-end privacy compliance on PRTO; I want to deepen this in a team while contributing a "privacy-by-default" mindset.
- **Grow as a product engineer:** mid-senior on engineering depth (L4, trending L5). Seeking an environment to grow alongside senior engineers while contributing product ownership, direction-setting, and AI workflow skills.