

## Contact

afiq\_rosli@live.com

[www.linkedin.com/in/afiq-rosli](http://www.linkedin.com/in/afiq-rosli)  
(LinkedIn)  
[afiqrosli.com/](http://afiqrosli.com/) (Personal)

## Top Skills

Innovation Development  
Product Innovation  
Strategic Planning

# Afiq Rosli

Head of Innovation at DMF  
Brunei

## Summary

Afiq's journey began when he proactively sought out experience from his first-year degree, leading to an internship at Grominda during his second year's semester break. Recognised for his abilities, he became a part-time Software Developer while continuing his studies.

During this period, Afiq co-founded HueTech Enterprise, initially managing all aspects of the company. After graduating, he joined EVYD Technology to develop his skills further. Following his tenure at EVYD, he returned to Grominda as a Software Engineer. As HueTech grew, he transitioned to CEO, focusing on company development and leadership. Currently, Afiq is Head of Innovation at Dynamic Management Formulae (DMF), overseeing finance SaaS development and managing stakeholder communications.

Afiq is on a mission to create a solution powerhouse and foster a culture of builder-makers. His career is marked by continuous growth, innovation, and a commitment to collaboration and empowerment.

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## Experience

### Dynamic Management Formulae (DMF)

1 year 11 months

#### Head of Innovation

July 2025 - Present (8 months)

Singapore

- Defined long-term product ecosystem vision aligned with strategy and market trends
- Tracked emerging technologies and industry shifts to set innovation priorities
- Shaped interconnected product strategies within a broader ecosystem
- Forecasted resource requirements to support ecosystem product development

#### Head of DevOps

May 2025 - June 2025 (2 months)

Singapore

- Translating market needs to product requirements
- Oversees the Development & Design Team
- Monitoring SaaS infrastructure
- Budget management

Senior Software Engineer

April 2024 - April 2025 (1 year 1 month)

Singapore

- Lead Finance SaaS development
- Stakeholders communications
- Xero API & Zoho API integrations
- Manage concurrency & multi-threading requests
- OpenRouter
- Understanding financial concepts

HueTech Enterprise

5 years 5 months

Chief Executive Officer

June 2023 - October 2025 (2 years 5 months)

Brunei

- Administrative management compliance
- Creating operational workflows
- Coaching engineers

Co-Founder

June 2020 - May 2023 (3 years)

Brunei

- Setting up Azure infrastructure and implementing CI/CD pipelines using Azure Pipelines
- Deploy Nuxt 3 SSR applications on Azure Web App and use Azure Cosmos DB
- Mentor team, code reviews, assist to remove blocker
- Knowledgeable in Design Thinking, mentoring, and DevOps

Grominda

Software Engineer

September 2022 - February 2024 (1 year 6 months)

Brunei

- Team lead for the Innovation Team

- Conduct data analytics with R and Python to drive insights and decision-making
- Developed Express APIs
- Learn and apply design thinking principles to identify and solve complex problems
- Facilitated technical workshops
- Served as a Technical Assistant for the CodingBN Cohort 2; a project initiated by AITI
- Mentored government officials on prototyping software at IPA

## EVYD Technology

1 year 2 months

### Data Engineer

April 2022 - September 2022 (6 months)

Brunei

Ingesting various data sources i.e. databases, APIs, and static files to target databases using Java, Python, & Oracle Golden Gate (OGG). Build features to internal platforms using Vue & Flask to ease data pipeline management.

### Backend Engineer

November 2021 - March 2022 (5 months)

Brunei

REST API with Go & Java, adding features to the core product, and maintaining crawlers

### Data Engineer

August 2021 - October 2021 (3 months)

Brunei

- Java: Built a Russian Roulette GUI app using Swing and MigLayout. It makes use of threading, MVC and Singleton approaches
- Python:
  - Tkinter GUI app to manage student information. Follows the MVC and Singleton patterns
  - Utilise NumPy, Pandas, & Matplotlib
  - Scraped Agoda website via Scrapy, Scrapy Plus, Docker, & Linux
  - SQL training to make complex queries
  - Data warehousing using Hadoop and Hive via SSH
  - Processing big data using PySpark

## Grominda Group

1 year 2 months

### Software Developer

September 2019 - July 2020 (11 months)

Brunei Darussalam

Holds two responsibilities; a website developer & interim project manager. The main tools were Laravel, MySQL & Microsoft Azure. The project was managed through the Agile Scrum method. Supervised multiple interns and delegating works. Actively communicate with relevant departments to ensure business logic are met within the platform (Plus EXP).

### Software Developer

June 2019 - September 2019 (4 months)

Brunei Darussalam

Maintaining Plus EXP website, a platform to help people connect with their prospective employers. Laravel framework was used.

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## Education

### University of Chester

Bachelor's degree, Computer Science · (February 2018 - January 2021)

### Solent University

Foundation degree, Computing · (2016 - 2017)