

Contact

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Top Skills

Natural Language Processing (NLP)
Project Management
Audio Engineering

Languages

English (Professional Working)
Indonesian (Native or Bilingual)

Certifications

AI For Everyone

"Music & Society by Universiteit
Leiden & University of the Arts The
Hague on Coursera. Certificate
earned on March 4, 2017".

Deep Learning Foundations:
Natural Language Processing with
TensorFlow

Data Visualization: Storytelling
Sound Affects

Honors-Awards

Pegiat Budaya 2016 (Residential
arts development program from the
Ministry of Education and Culture to
New Zealand)

Seniman Mengajar Gelombang I
(Kabupaten Kapuas Hulu, West
Kalimantan, Indonesia)

Publications

Convergence Line: A Mixed Reality
Concert

Sang Penangkap Hantu

Ritme Magis Srilangka

Eksperimentasi Musik dan Bisik-bisik
di Pementasan 'Mencari Nurani'

Iman Fattah

Language and Ontology Engineer | Vertical Foundry Specialist at
Google via Vaco | Audio Technologist
Los Angeles

Summary

Have you Googled something today? Found what you're looking for?
You're welcome.

As a that currently works in two roles (and), I help 200+ million people in Indonesia find what they are looking for. That's not easy with the ever-changing words and slang, seven ways to type the word "l", a love for abbreviations, and grammatical creativity. This includes (but is not limited to):

- Identifying canonical queries and deep-dive testing (QA, data analysis, data curation, query annotation).
- Recognizing morphology and syntax problems (fact-checking and correcting grammatical, spelling, typographical, or compositional errors).
- Design and leverage ontology and data modeling to build Google's and semantic understanding that is published in the knowledge panel.

Working cross-functionally with the data team and colleagues across different time zones, I focused on the Indonesian language to support assistant internationalization () evaluation and engineering, reducing % errors in search result queries.

My background as a touring musician has prepared me to adapt promptly to unexpected and ambiguous situations. For example, during my second month at Google, I rated queries in two weeks while adjusting to working from home due to a global pandemic.

As a native speaker and someone who understands the culture, allow me to help your company reach out to the Indonesian market and identify growth opportunities.

Email me at @. or @.

Looking forward to having a meaningful connection with you

Experience

Vaco

Language and Ontology Engineer

October 2021 - Present (8 months)

Austin, Texas, United States

Language and ontology engineer at Google via Vaco.

- Composing accurate, informative descriptions for schema types ensures that they are applied in a consistent fashion that is in line with their intended design, properly defining their semantics helps ensure their correct use on a large scale.
- Build data structures and engineered robust types, properties, and semantics that power Google's knowledge graph that is featured in the knowledge panel.

Tech Firefly

Vertical Foundry Specialist

August 2020 - October 2021 (1 year 3 months)

Austin, Texas, United States

Vertical Foundry Specialist at Google via Tech Firefly.

- Evaluating and rating 2000+ changes in Wikipedia/wiki data for vandalism during crucial US election in the knowledge panel.
- Improving overall id-ID grammar for accurate search results by point-fixing missing patterns and creating 500+ new ones.
- Oversaw OCC Mercury project, reaching the project goal to rate 10.000+ queries in less than ten days (id-ID, pt-BR, and es-MX).

RWS Group

Localization Specialist

May 2019 - June 2020 (1 year 2 months)

Culver City, California

Localization Specialist at Apple via RWS Moravia

- Overhauled and refined Indonesian content by performing copywriting, editing, transcreating, and localizing media and entertainment-related content (App Store, Mac App Store, Apple Music, Apple Arcade, and Apple TV+) — ensuring relevance and cultural sensitivity.
- Co-authored and defined the guideline creation for Indonesian content, maintaining quality and consistency of style, tone, and linguistic standards.
- Identified and corrected issues, implementing QA (Quality Assurance) and working cross-functionally with the engineering team to ensure a high-quality range of contents, as well as continuity in the user interface across platforms (iOS and macOS).

Iman Fattah Music

Music Producer and Sound Designer

January 2010 - May 2019 (9 years 5 months)

Job description:

- Supervise music for recording sessions.
- Design production projects.
- Select and manage set-up of recording and sound equipment.
- Schedule and manage all phases of a recording project.
- Oversee the editing, mixing, and mastering of recordings.
- Ensure high quality of each recording.
- Manage all aspects of the project to ensure they stay within budget.
- Communicate with clients to define their goals and parameters for the recording.

Rooftop Sound

Music Producer and Sound Designer

January 2004 - January 2015 (11 years 1 month)

Pendulum Studio, Jakarta (Indonesia)

Rooftop Sound is a small, independent company run by Aghi Narottama that specialize in film scoring, jingles, commercials, voice-overs, and music production. I work as freelance producer who are responsible for pre-production, production, and post-production.

Job description:

- Work with music team to provide sound and music assets.
- Execute in a fast-paced and highly fluid environment and collaborate with teams.
- Make high-quality audio samples.
- Design & create original sounds used as a final asset (SFX and ambiences).
- Apply music theory and concepts for audio designs.

Digital Beat Store (former subsidiary of Blitz Megaplex - now CGV Indonesia)

Chief Operating Officer

January 2007 - January 2010 (3 years 1 month)

Jakarta, Indonesia

Prior to the invasion of music streaming, Digital Beat was the first and most extensive independent music distribution in Indonesia; I exceeded expectations by managing a collection of 50.000 songs.

I built a lasting relationships with clients' senior management, partners, vendors, shareholders and corporate board of directors. Moreover, I led initiatives for sales, marketing, advertising, and product management, including negotiating contracts, with a track record for finding innovative ways to grow revenue and increase margins.

Tika and The Dissidents

Producer, Music Director and Guitar Player

January 2004 - January 2010 (6 years 1 month)

Jakarta, Indonesia

Named as one of "BBC 100 Women" in 2016, Kartika Jahja is an independent singer-songwriter and activist on the issue of gender and sexuality. Beginning her musical journey as a solo singer-songwriter, she later performs as "Tika and The Dissidents". She is also a published writer, actress, and entrepreneur.

I was the co-songwriter, producer, co-arranger, and guitar player for her first album "Frozen Love Songs" (2005) and her third album with the band Tika and the Dissidents, "Headless Songstress" (2009). These albums receive critical acclaim by TIME magazine as "Indonesia's Hottest Diva", Rolling Stone Indonesia as "The best Indonesian independent soloist that the country has". TEMPO Magazine awarded "Headless Songstress" as "Album of the Year 2009" and the band as "2009's Chosen Music Figure".

Education

UCLA Extension

Certificate, Independent Music Production · (2018 - 2019)

Auckland University of Technology

Art Residency Program, Music Technology and Maori music · (2016 - 2016)