

Will Wirriawan

Keywords: Transformation · Architecture · Technology · Builder · Published Author · Columnist · Cross-cultural Leadership · Leadership, Learning & Development

I work where people and technology converge. For more than two decades, I have initiated, led, and delivered transformation across financial services, distribution, digital products, and global non-profit organisations. My work has taken me from information architecture at Allianz China in Shanghai during the early dot-com era to infrastructure and technology leadership within one of the world's largest volunteer-based organisations.

My approach begins with understanding how people, organisations, and technology influence one another. Every transformation is unique, but the principles remain the same: listen first, observe carefully, understand the organisation's history, then design systems that people can adopt with confidence. My architectural training taught me that every successful structure begins by understanding its environment. That same thinking now shapes how I approach organisations, technology, and change. I enjoy translating between business and technology, strategy and implementation, and increasingly, between human language and machine language—from traditional software development to today's large language models.

I am also a published author, and have written extensively on design, life and technology for national publications including The Jakarta Post, The Jakarta Post Weekender, Indonesia Design. As well as automotive with the Kompas Gramedia Group. That experience continues to shape how I communicate complex ideas with simple words across technical, business, and executive audiences.

HIGHLIGHTS

- Published more than 20 feature articles, >100 columns and reports in national and regional newspapers, magazines and online publications.
- Contributed to the advisory team for PT Kereta Api Indonesia's heritage restoration programme, which led to the revitalisation of Lawang Sewu.
- Technology advisory for the Ministry of Trade, Ministry of Tourism and Creative Economy.

- Liaised the Indonesia–China business exchange platform that connected businesses online before Alibaba entered the Indonesian market.
 - Served as IT Audit and Information Architecture Advisor for Vico Indonesia.
 - Rebuilt KadinNet, Indonesia’s national business portal, and led its preparation for English and Chinese expansion.
 - Designed and delivered the enterprise eBusiness architecture and browser-based workflow platform for Allianz China Life Insurance.
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EXPERIENCE

Linkee 2025–PRESENT

Founder & Product Architect

Founded and architected a modular publishing and commerce platform for creators and businesses.

- Designed the complete platform architecture: publishing, identity, commerce, checkout, digital delivery, ticketing, and administration.
- Built a modular PHP, JavaScript, and MySQL application with reusable service boundaries and provider abstractions.
- Introduced API-based engineering with AI-assisted discovery, implementation, testing, debugging, documentation, and review.

PHP · JavaScript · MySQL · Git · nginx · MacOS · Linux · LLMs

Wiria Indo Niaga, PT 2015–2023

Director, Operations, Business Transformation & Technology

Led business transformation, distribution operations, technology, and infrastructure for a regional distributor.

- Supported revenue growth from Rp3B to Rp30B and expansion to more than 300 retailers.
- Led a 10,000 sqm warehouse redevelopment (~USD700K) delivered in six months, coordinating ~100 construction workers.
- Implemented Odoo as the enterprise business system; built the company WAN and surveillance infrastructure.
- Redesigned the product portfolio to ~20% of its former SKU count; grew the workforce from 10 to 35 people.

Odoo · ERP · WAN networking · Linux · Synology Surveillance Station

PORTFOLIO® 2005–PRESENT

Principal & Co-founder · Jakarta, Denpasar

Co-founded and led a design, photography, production, and digital workflow practice.

- Built a proprietary digital asset management system and early digital production workflows.
- Served automotive, property, hospitality, and consumer brands — BMW, Porsche, Toyota, Honda, Sinarmas Land, Nestlé, Airbnb.
- Worked with Apple Indonesia in promoting Aperture as a professional imaging workflow.

WordPress · PHP · macOS · Apple Aperture · Adobe Photoshop · Lightroom

Ariobimo Group 2002–2005

Communications Director, Assistant to Chairman & Strategic Advisor · Jakarta

Project assignment: Kadin Indonesia — China Committee and KadinNet. Led communications, government relations, and technology strategy for Indonesia–China business engagement.

- Took ownership of KadinNet and led redevelopment of the national business portal, preparing English and Chinese versions.
- Developed Indonesia–China investment guidebooks and an early bilateral business portal.
- Coordinated with ministries, state-owned enterprises, Chinese government agencies, and business groups.
- Served as a confidential technology and creative advisor to Minister of Trade Mari Pangestu.

Allianz China Life Insurance 2000–2002

eBusiness Manager · Shanghai

Led enterprise eBusiness strategy, architecture, and application development for a major financial-services organization.

- Developed the enterprise eBusiness roadmap through discovery with executives, department heads, and insurance agents.
- Led a multidisciplinary development team and external vendors delivering an enterprise portal.
- Introduced browser-based workflows replacing Lotus Notes processes; delivered Phase 1 and Phase 2.

HTML · CSS · JavaScript · PHP · Java · Oracle · IIS · Lotus Notes

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

Long-term teaching, facilitation, and volunteer leadership inform an approach that treats **adoption, communication, and organizational readiness** as system requirements — not implementation afterthoughts.

SKY Campus Indonesia, Art of Living Foundation 2026–PRESENT

National Director

Leads national programmes promoting personal wellbeing and development for university students, with institutional engagement including Institut Teknologi Bandung, Universitas Katolik Parahyangan, Universitas Udayana, and Universitas Trisakti.

Art of Living Foundation 2009–PRESENT

Teacher; Art Excel and Kids & Young Adults Faculty

More than 17 years of continuous teaching and facilitation across adult, youth, and children's programmes — coaching, public speaking, trust building, and leadership without formal authority.

Art of Living Foundation 2006–PRESENT

Media, Communications & Technology Coordinator

Established the organization's early social-media presence, WordPress publishing, email systems, and adapted CRM and membership systems for a distributed volunteer-led organization.

CAPABILITIES & TECHNOLOGY

Core capabilities

Current technology practice

EDUCATION & LANGUAGES

Tongji University 1997–2001

Architecture, School of Architecture · Shanghai

Jinan University 1994–1997

Chinese Language & Culture · Guangzhou

China Photographer's Association Correspondence School 1997–1998

Fine Art Photography & Photojournalism — Jury's Favourite Award, Annual Alumni Exhibition

- Bahasa Indonesia — Native
 - English — Professional
 - Mandarin Chinese — Professional
 - Cantonese — Working proficiency
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Email

WhatsApp

LinkedIn

GitHub