

Ayatulloh Mochammad Ramdhani

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Overview

WordPress Developer & UI/UX Specialist with cross-industry expertise in building, launching, and optimizing end-to-end business websites and e-commerce platforms. Proven track record in integrating payment gateways, logistics APIs, and streamlining digital workflows to drive user conversions. Skilled in leading corporate design initiatives within multinational environments as well as independently architecting digital platforms for retail businesses.

Technical & Professional Skills

- **Web Development:** WordPress, Elementor, Bricks, WooCommerce, CSS & HTML, Web Hosting & Domain Management.
 - **Integrations & Platforms:** Payment Gateway Integration (Duitku), Logistic Aggregator (Biteship), Content Management System (CMS).
 - **Design & Optimization:** UI/UX Design, Wireframing & Prototyping (Figma), Web Readability & SEO Optimization (Yoast SEO).
 - **System & Data:** Data Management, Workflow Optimization, Document Control System.
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Portofolio Highlights

Public Sites (Live)

- [Koalarent.com](https://koalarent.com)
Built using WordPress and Elementor in 2022. Responsible for end-to-end hosting management, performance optimization, and ongoing technical maintenance.
- [Culturestock.id](https://culturestock.id)
Launched in 2025 utilizing the WordPress and WooCommerce ecosystem. Successfully integrated end-to-end digital payment gateways and logistics aggregator services to deliver a seamless user journey.

Internal Systems & In-House Applications (Non-Public)

(Visual details and links restricted due to corporate NDA and data access policies)

- **entrepreneurID Agent Portal**
Served as UI/UX Designer, collaborating closely with the engineering team to architect and design the agency portal interface, optimizing service workflows for end users.
- **Pertamina In-House Procurement Application**
Berperan sebagai UI/UX Designer dalam merancang sistem pengadaan barang internal yang terintegrasi. Sukses menyederhanakan alur kerja kompleks dan memastikan visualisasi pencatatan data riwayat transaksi terekam secara sistematis.

Work Experiences

Culturestock.id

Founder & Lead WordPress Developer

July 2025 - Present

- Founded and engineered the digital infrastructure for a retail business powered by WordPress and WooCommerce, integrating digital supply chain systems, customer service, and digital marketing automation.
- Developed, optimized, and maintained an independent e-commerce platform, integrating payment gateways and logistics aggregators to ensure a frictionless user journey.
- Delivered high-standard customer service, achieving a **4.9/5** customer satisfaction rating.

Pertamina Maintenance & Construction (PertaMC)

(Formerly Patra Badak Arun Solusi — Assigned to PT Kilang Pertamina Internasional)
Jakarta, DKI Jakarta

Document Controller

December 2024 - June 2025

- Designed and implemented a structured corporate data repository architecture, reducing file retrieval time from unstructured processes down to a maximum of 15 minutes and significantly reducing data loss risks.
- Formulated Organizational Working Standards (TKO) to standardize internal archive procedures, resulting in 1 official Archive Management Standard adopted across 3 sub-functions and cross-departmental teams.
- Conducted system benchmarking across 3 multinational corporations and archiving service providers to adopt industry best practices, driving a total cost saving of **IDR 300 Million over a 3-year period**.

UI/UX Designer

August 2023 - June 2025

- Conducted user research and designed interfaces for an in-house procurement application, successfully reducing user workflow steps from 7–8 down to a maximum of 5 steps.
- Collaborated closely with software developers to execute system designs, successfully consolidating 3 standalone applications into a unified platform with Enterprise Single Sign-On (SSO).
- Ensured systematic recording of job history and transaction data within the application to align with corporate compliance, including user login/logout timestamps and status change logs.

Koala Marga Nusantara (Koalarent)

Batang, Jawa Tengah

WordPress Developer & UI/UX Designer

March 2022 - February 2023

- Coordinated directly with business owners to define growth strategies and fulfill daily operational asset requirements.
- Managed end-to-end invoicing, client proposals, administration, and daily schedules for 5 drivers and a fleet of 7 vehicles.
- Designed, launched, and managed the company's official WordPress website (using Elementor) from scratch, including responsive UI design, hosting/domain management, and official email system configuration to support corporate branding.

EID Sentra Solusi (entrepreneurID)

Balikpapan, Kalimantan Timur

Graphic Designer & Web Designer

September 2020 - September 2021

- Produced over 50 digital and print visual assets, including e-book covers, publication flyers, and creative social media content.
- Partnered with the development team to design and build member area features to enhance user learning experience, while optimizing over 10 interactive learning landing pages.

Popipop

Surakarta, Jawa Tengah

Graphic Designer

September 2019 - January 2020

- Designed and executed over 50 promotional visual assets, including menu designs, commercial flyers, and social media infographics.
- Supervised and ensured neat installation of physical print marketing collaterals across all targeted store locations.

Kinarya Alihdaya Mandiri

(Assigned to PT Telekomunikasi Indonesia Seluler / Telkomsel Regional Balikpapan)

Balikpapan, Kalimantan Timur

Dispatcher

August 2016 - August 2019

- Monitored real-time network performance for over 100 Base Transceiver Station (BTS) towers across Special Kalimantan and Central Kalimantan regions.
- Executed rapid responses to technical BTS failures, escalating issues directly to field engineering leads to minimize turnaround time.
- Analyzed and calculated potential revenue loss for disrupted BTS sites based on outage duration metrics and network traffic volume.

Pertamina EP Asset 5 Bunyu Field

Pulau Bunyu, Kalimantan Utara

Internship

August 2015 - September 2015

- Completed an internship program in the upstream oil and gas sector, focusing on electrical system performance analysis for Electrical Submersible Pumps (ESP).
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Organizational & Volunteering Experience

Society of Petroleum Engineers Java Indonesia Section

Webmaster dan Desainer Grafis

Juli 2022 - Juli 2024

- Designed and produced periodic digital and print visual assets for organizational media, including internal magazine layouts.
- Fully managed UI design planning, content updates, and technical maintenance for the organization's official website.