

Ayatulloh Mochammad Ramdhani

Digital Product & Systems Builder

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Professional Summary

Digital product and systems builder with experience spanning business operations, process improvement, UI/UX, web development, and e-commerce. I focus on understanding how a business problem works, simplifying the underlying process, and turning the solution into something people can actually use. My experience across corporate and SME environments allows me to work across business needs, user experience, and technology—from problem mapping and design through implementation.

Core Capabilities

Digital Product Development · Business Systems · Business Process & Workflow · Product / UX Design · Web Development · E-Commerce Systems · AI-Assisted Development

Professional Experience

PT. Gaya Hidup Bikin Kaya (culturestock.id)

Jakarta, DKI Jakarta

Founder · Jun 2025 – Present

- Founded Culturestock.id, an independent electronics retail business, and currently lead its digital product, e-commerce, and operational systems.
- Built the e-commerce infrastructure end-to-end, covering product experience, UI/UX, WordPress/WooCommerce development, hosting, payment gateway, shipping integration, and ongoing system maintenance.
- Designed operational workflows connecting online orders, inventory, fulfillment, and customer service, translating day-to-day business requirements into practical digital processes.
- Maintained a **5.0/5 marketplace rating across 88 customer reviews**, reflecting direct involvement in customer experience and service operations.

Pertamina Maintenance & Construction (PertaMC)

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

Jakarta, DKI Jakarta

Document Controller · Dec 2024 – Jun 2025

- Redesigned the physical records management workflow to improve document organization, retrieval, maintenance, and long-term archival handling.
- Reduced document retrieval time in the reorganized process to approximately **15 minutes**, replacing a previously unstructured and time-consuming search process.
- Benchmarked records-management practices across **three multinational companies** and evaluated specialized archival service providers as an alternative to maintaining costly internal storage space.
- Developed an archival management procedure (TKO) across **three sub-functions** and supported a proposed transition from office-floor archive storage costing approximately **Rp600 million per year** to a specialized records-management arrangement quoted at approximately **Rp300 million for three years**.

UI/UX / Procurement · Aug 2023 – Jun 2025

- Redesigned procurement workflows based on user and operational requirements, reducing key user journeys from approximately **7–8 steps to a maximum of 5**.
- Collaborated with developers to consolidate workflows previously spread across **three applications into a single application**, integrated with the company's Single Sign-On (SSO).
- Designed interaction flows and system behavior to systematically record work history and transaction activities, including login/logout activity and status-change timestamps.
- Worked across users, business processes, and the development team to translate operational requirements into simpler, more practical product flows.

Koala Marga Nusantara (Koalarent)

Batang, Central Java

Business Operations & Web Development · Mar 2022 – Feb 2023

- Supported business operations and administration across quotations, invoicing, driver scheduling, general affairs, and day-to-day coordination for **5 drivers and 7 vehicles**.
- Designed, built, and launched the company's WordPress website from the ground up, covering responsive UI, Elementor implementation, hosting, domain, and business email configuration.

EID Sentra Solusi (entrepreneurID)

Balikpapan, East Kalimantan

Graphic & Web Designer · Sep 2020 – Sep 2021

- Produced **50+ digital and print design assets**, including publication, promotional, and social media materials.
- Collaborated with developers on larger web projects while independently building smaller and time-sensitive web experiences using **WordPress and Elementor**, including **10+ interactive learning landing pages**.

Popipop

Surakarta, Central Java

Graphic Designer · Sep 2019 – Feb 2020

Produced **50+ promotional design assets** across digital and physical channels.

Kinarya Alihdaya Mandiri

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

Balikpapan, East Kalimantan

Dispatcher · Aug 2016 – Aug 2019

Monitored operational performance across **100+ BTS sites** using Nokia NetAct and analyzed outage data in Excel to estimate **potential revenue loss from network disruptions**.

Pertamina EP Asset 5 Bunyu Field

Pulau Bunyu, North Kalimantan

Internship · Aug 2015 – Sep 2015

Analyzed **Electrical Submersible Pump (ESP)** operational and electrical performance.

Leadership & Volunteering

Society of Petroleum Engineers Java Indonesia Section

Head of Newsletter, Communication & Media Division · Jul 2023 – Jul 2024

Led a 2-person media team and built the section's WordPress/Elementor website from the ground up.

PETROBOWL® Asia Pacific Regional Qualifier 2023 — SPE International

Media & Creative Director · Jun 2023 – Jul 2023

Led a 3-person cross-university creative team for visual communication and event documentation.

SPE STT MIGAS Balikpapan Student Chapter

Vice President · Dec 2013 – Jan 2015

Tools & Technologies

Design : Figma

Web & E-commerce : WordPress · WooCommerce · Elementor · Bricks

Development : Laravel · HTML · CSS

Operations & Analysis : Microsoft Excel · Nokia NetAct

Education

Petroleum Engineering - STT MIGAS Balikpapan · 2015