

# ALDI AMRI YUDISTIRA

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Bali, Indonesia

Web Designer with 6+ years of experience in user research, interface design, prototyping, and WordPress-based website development. Proficient in Figma and experienced in theme customization, plugin integration, and website performance optimization. Skilled in usability testing, design system development, and cross-functional collaboration to deliver user-centered and business-driven digital solutions.

## Work Experiences

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### Young Corporation- Bali, Indonesia

Contract: Lead Web Designer

Nov 2025-Now

- Lead website design and development for the US, Indonesia, and UK markets
- Supervise and review team work to ensure quality standards
- Manage development timelines, priorities, and website quality
- Manage WordPress plugins, basic security, and SEO implementation
- Maintain and monitor website performance using Google Analytics and Google Search Console
- Translate business needs into effective website solutions
- Develop a furniture e-commerce website

Contract: Web Designer

Jan 2025-Oct 2025

- Designed and developed 15 + aesthetic and responsive website designs using WordPress.
- Installed, configured, and customized WordPress themes and plugins.
- Optimized site performance to be fast, secure, and SEO-friendly.
- Collaborated with team to ensure designs met project needs.
- Registered and managed websites in Google Search Console to ensure visibility in search engines.
- Performed regular maintenance and updates to ensure sites were functioning properly.

### Digital Queen- Jakarta, Indonesia

Des 2024- Mei 2025

Freelance: UI/UX and Graphic Designer

- Designed website interface concepts.
- Designed banners, feed posts, Instagram stories, and other social media content using Canva.
- Created merchandise and event-related product designs to support internal event branding and execution.
- Collaborated with internal teams to translate program and event requirements into effective design solutions.

### Amoeba- Jakarta, Indonesia

Des 2023- Jan 2024

Freelance Remote: UI/UX and Graphic Designer

- Designed banners, feed posts, Instagram stories, and other social media content using Canva.
- Designed and developed user interfaces and experiences for websites and mobile applications.
- Produced promotional graphics, event announcements, and visuals optimized for various social platforms and websites.

### Amoeba- Jakarta, Indonesia

Sep 2023 - Oct 2023

Project-based Intern: UX Researcher

- Conducted qualitative user research, including interviews and surveys, resulting in actionable insights into customer behaviors and preferences, directly informing UX strategies.
- Developed user personas and journey maps, identifying key touchpoints and pain points in the user experience to guide design improvements .

### PT.Legok Besi Jaya- Tangerang, Indonesia

Jun 2023 - Sep 2023

Contract: UI/UX Designer

- Streamlined design and development processes by establishing a comprehensive design system, reducing design time by 40% and improving cross-functional collaboration and product consistency.
- Designed a mobile application , integrating in-depth user research and iterative prototyping, resulting in a 20% increase in user engagement and ensured compliance with accessibility and usability guidelines.
- Collaborated closely with product and development teams to deliver actionable UI/UX feedback, identifying key product improvement areas and aligning roadmaps, which increased user satisfaction by 25%.

### Secha - Jakarta, Indonesia

Dec 2022 - Mar 2023

Contract: UI/UX Designer

- Revamped the company website homepage, refining navigation, site architecture, and visual hierarchy to create a more intuitive and engaging user experience.

- Collaborated closely with product and development teams to deliver actionable UI/UX feedback, identifying key product improvement areas and aligning roadmaps, which increased user satisfaction by 25%.

**Qwords - Jakarta, Indonesia**

Nov 2022 - Dec 2022

*Project-based Intern: UI/UX Designer*

- Redesigned the company's login and signup pages through evaluating user need and implementing designs based on user feedback.
- Built paper prototypes and digital mockups by conceptualizing initial ideas, simulating and testing paper prototypes, iterating mockups, and standardizing UI kits for development.

**PT. Erajaya Swasembada, Tbk. - Jakarta, Indonesia**

May 2022 - Jun 2022

*Project-based Intern : Digital Marketing*

- Completed a range of digital marketing tasks for Erajaya, including social media advertising, marketing planning and strategy, SEO, email marketing, and market research.

**Pusat Pelayanan Kesehatan Hewan Dan Peternakan DKI Jakarta - Jakarta, Indonesia**

Nov 2021 - April 2022

*UI/UX Designer*

- Conducted in-depth user research and analysis, gaining critical insights that drove a 25% improvement in user experience satisfaction.
- Converted user insights into optimized user flows, wireframes, and prototypes, improving ease of use and increasing task completion rates by 20%
- Partnered with cross-functional teams to design user-friendly interfaces, resulting in a 30% increase in user engagement and productivity.
- Led project collaboration with the Ministry of Communication and Information Technology (Kominfo), aligning UX goals with regulatory standards to enhance project reach and effectiveness by 20%.

## Education

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**Gunadarma University - Jakarta, Indonesia**

Mar 2022 - Feb 2024

*Master's Degree in Business Information System Management.*

**Gunadarma University - Jakarta, Indonesia**

Aug 2018 - Mar 2022

*Bachelor's Degree in Information System, 3.81/4.00.*

## Courses

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**HariSenin.com - Jakarta, Indonesia**

Aug 2022 - Jan 2023

*UI/UX Designer & Product Manager Bootcamp*

- Formulated digital product strategy based on market research and competitor analysis as well as defined product positioning and competitive advantage.
- Visualized user needs into user journey mapping, customer profiles, wireframes and interactive prototypes using Figma including collecting feedback.
- Contributed to revitalizing the JNT Design System including auditing, improvement recommendations, implementation into several digital products, and ensuring consistency and reusability.

**Satu Persen - Jakarta, Indonesia**

Apr 2022 - May 2022

*Digital Marketing Bootcamp*

- Developed a Digital Marketing portfolio for Gemoy Donut through social media content and website data analysis.
- Designed a comprehensive Digital Marketing strategy including keyword research and email marketing.
- Learned about CRM.
- Wrote effective product content that contributed to increased traffic and e-commerce sales.

**Bangkit Academy - Jakarta, Indonesia**

Feb 2021 - Jul 2021

*Mobile Developer Students*

- Learned the fundamental concepts and essential skills necessary to start a career as a professional Android developer. These courses are based on Google's Android Developer Fundamentals and more advanced courses are offered through the Dicoding Academy platform.
- Completed the Android for Beginners, Fundamental Android, Android Jetpack Pro courses and submitted the Box Office movie catalog application project which was graded by the instructor.
- Successfully developed a Suara Nusantara portfolio application submission project.

## Organization

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**Fajrul Islam - Jakarta, Indonesia**

Jun 2019 - Jun 2022

*Staff of Public Relation and Media*

- Skilled in creating visually appealing content and posts for social media and other communication platforms.
- Possessed expertise in designing informative and engaging infographics to support communication campaigns.
- Contributed to designing innovative promotional materials to enhance attractiveness for posting and sharing with the public.

## Achievement, Interest, and Skills

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**Achievements:** University Scholarship, Finalist of Gemastik Scientific Writing 2021, and 2nd Place in Pencak Silat Banten Championship 2019.

**Interests:** UI/UX Designer, User Research, Product Design, Digital Marketing, and Marketing Strategy.

**Soft Skills:** Problem Analytic, Problem Solving, Time Management, Team Work, Critical Thinking, and Leadership

**Technical Skills:** User Persona, User Journey Map, Prototyping, Research, Wireframing, Ui Design, UX Research, and Kotlin.

**Tools:** Figma, Adobe XD, Miro, Notion, Canva, MS Office, WordPress, Webflow, and Android Studio.