

# ALDI AMRI YUDISTIRA

Bali, Indonesia | +62 813-1981-7188 | [aldiamriy254@gmail.com](mailto:aldiamriy254@gmail.com) | [linkedin.com/in/aldi-amri-yudistira](https://linkedin.com/in/aldi-amri-yudistira) | [aldiamri.my.id](http://aldiamri.my.id)

## Professional Summary

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Result-oriented Lead Web Designer & UI/UX Specialist with 6+ years of experience directing user research, scalable design systems, and end-to-end WordPress ecosystem solutions across international markets (US, UK, ID). Expert in visual architecture, high-fidelity Figma prototyping, WooCommerce optimization, and AI-assisted web redesign workflows. Proven track record of accelerating design ideation cycles by 50%, elevating checkout conversion flows, and optimizing site performance by 35%.

## Work Experience

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### Young Corporation Bali, Indonesia

#### Lead Web Designer Nov 2025 – Present

- **Spearheaded** end-to-end web design and front-end development operations across 3 international markets (US, UK, ID), leveraging custom HTML5, CSS3, and JavaScript within the WordPress ecosystem.
- **Managed** local server infrastructure and DNS routing via cPanel for 100+ staff accounts and Indonesia domains, achieving 99.9% uptime and zero email delivery downtime.
- **Accelerated** website redesign and ideation phases by 50% by integrating generative AI workflows into initial Figma prototyping and visual concept generation.
- **Architected** and launched a high-converting furniture e-commerce website, deploying custom CSS animations and optimized UI component layouts to elevate checkout conversion flows.
- **Engineered** lightweight custom CSS/JS scripts to replace bloated plugins, reducing core page load times by 35% and optimizing Google Core Web Vitals scores.
- **Facilitated** cross-functional collaboration with Digital Marketing teams to translate complex business requirements into technical design roadmaps, reducing design-to-development handoff friction by 30%.
- **Standardized** technical SEO, security protocols, and GA4 analytics across regional client properties, driving a 25% increase in organic search traffic.

### Young Corporation Bali, Indonesia

#### Web Designer Jan 2025 – Oct 2025

- **Designed and deployed** 15+ aesthetic, fully responsive WordPress websites from Figma design kits, configuring tailored themes and essential plugin architectures to align with client business goals
- **Streamlined** initial visual layout creation by leveraging AI generative tools for rapid wireframing and mockup iterations, cutting design cycle durations by 40%.
- **Executed** advanced front-end speed optimizations (CSS minification, script deferral, asset cleanups), maintaining average load times under 2 seconds and achieving 99.9% site uptime.

## **Digital Queen** Jakarta, Indonesia

*Freelance UI/UX & Graphic Designer* Dec 2024 – May 2025

- **Conceptualized** high-fidelity website interface concepts and design systems, integrating AI-assisted visual generation tools to align digital brand aesthetics with client goals.
- **Produced** event merchandise collateral, driving visual engagement across social media platforms and internal branding campaigns.

## **Amoeba** Jakarta, Indonesia

*Remote UI/UX & Graphic Designer* Dec 2023 – Jan 2024

- **Designed** end-to-end user interfaces (UI) and user flows for responsive web and mobile applications, ensuring seamless accessibility and user journey continuity.
- **Delivered** optimized promotional visuals and web graphics, increasing social media user reach and audience click-through rates (CTR).

## **Amoeba** Jakarta, Indonesia

*UX Researcher Intern* Sep 2023 – Oct 2023

- **Executed** qualitative user research across target user demographics through interviews and structured surveys, uncovering critical user pain points to inform product strategy.
- **Mapped** comprehensive user personas and journey maps, streamlining key interaction touchpoints and reducing user drop-off friction during initial onboarding.

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

*UI/UX Designer* Jun 2023 – Sep 2023

- **Established** an enterprise-grade design system in Figma, accelerating feature iteration speed by 40% and unifying UI component standards across engineering teams.
- **Pioneered** end-to-end mobile application design from research to interactive prototyping, boosting user engagement by 20% while adhering strictly to WCAG accessibility guidelines.
- **Collaborated** with product managers and developers to refine product roadmaps, raising overall user satisfaction scores by 25%.

## **Secha & Qwords** Jakarta, Indonesia

*UI/UX Designer / Intern* Nov 2022 – Mar 2023

- **Overhauled** corporate homepage architecture and visual hierarchy, improving site navigation efficiency and user onboarding completion rates.
- **Redesigned** authentication flows (login/signup) by conducting user feedback evaluations, reducing user drop-off during registration process by 15%.

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

*UI/UX Designer* Nov 2021 – Apr 2022

- **Formulated** data-driven user flows and wireframes based on qualitative user research, increasing task completion efficiency by 20% and user satisfaction by 25%.
- **Spearheaded** strategic design alignment with Ministry of Communication and Information Technology (Kominfo), ensuring full regulatory compliance and expanding project reach by 20%.

## **Education & Certifications**

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### **Gunadarma University** Jakarta, Indonesia

*Master's Degree in Business Information System Management* Mar 2022 – Feb 2024

### **Gunadarma University** Jakarta, Indonesia

*Bachelor's Degree in Information Systems (GPA: 3.81 / 4.00)* Aug 2018 – Mar 2022

### **HariSenin.com & Bangkit Academy** Jakarta, Indonesia

*Bootcamp UI/UX & Google Android Developer Certification* Feb 2021 – Jan 2023

## **Technical Skills & Tools**

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**Core Hard Skills:** User Research, Wireframing, High-Fidelity Prototyping, Design Systems, Custom Web Design, AI-Assisted Ideation, Technical SEO, Core Web Vitals

**Web Stack:** Custom CSS3/SASS, HTML5, JavaScript (ES6+), Custom WordPress Ecosystem, Webflow

**Design & AI Tools:** Figma, Claude, Chat GPT, AntiGravity, Notion, Canva

**Analytics & SEO:** Google Analytics (GA4), Google Search Console