

# RAFIQ AL HAFIZH ADHA

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## KEY COMPETENCIES

Web Development

• SEO Optimization

• UI/UX Designer

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## Professional Summary

Creative Web Development and UX Engineer with 6+ years of experience building responsive and SEO-optimized websites for agencies, government projects, and startups.

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## PROFESSIONAL EXPERIENCE

**Asia Safety Protection (Remote - Freelancer)**

**January 2026- Present**

**SEO - Web Development**

Freelance SEO Manager focused on improving website structure, on-page SEO, off-page SEO, and page speed performance. I work on optimizing websites to improve search visibility, strengthen technical foundations, and support long-term organic growth. My work includes site structure improvements, content and metadata optimization, internal linking, off-page strategy, and performance enhancements to help websites become more search-friendly and efficient. Available for SEO audits, optimization projects, and ongoing SEO management.

**PraktiQu (Remote - Contract)**

**April 2025 - Present**

**Web Development**

Freelance Front-End Developer focused on improving UI design, building effective landing page systems, and creating clean, responsive, and user-friendly interfaces. I work on turning design ideas into functional front-end experiences that support both usability and business goals. My work includes UI improvements, landing page development, layout refinement, responsive implementation, and front-end adjustments to improve overall user experience and visual consistency. Available for front-end development, UI enhancement, landing page projects, and ongoing interface improvements.

**Al Khair Tour and Travel (Onsite- Contract)**

**Agt 2025 - Mar 2026**

**Web Development**

I was fully responsible for the design and development of the Al Khair Tour and Travel website – from content structure planning and wireframing to the final launch.

My scope of work included:

- Designing a modern and visually appealing user interface (UI) aligned with the brand's religious and leisure travel identity.
- Developing a responsive front-end and back-end for both desktop and mobile to ensure a smooth user experience (UX) for pilgrims and travelers.
- Integrating a content management system for travel packages (Ziyarat, Umrah, and Asia/Europe tours), including trip catalogs, registration forms, and travel blog management.
- Optimizing the website for SEO (URL structure, headings, meta tags, and loading speed) to increase online visibility.
- Preparing documentation and conducting training for the internal team to independently manage trip content, testimonials, and blog updates.

**PT Socta Creatives Indonesia (Remote - Apprenticeship)**

**Nov 2024 - Okt 2025**

**Web Development**

Working as a web designer to provide more user experience, both in terms of responsibility and improvisation in implementing websites. The platform used is only WordPress and uses a little Framer. Improved site speed by 40% through cache optimization and image compression. Golden Professional :

- Web Development Specialist
- SEO Structure, SEO Specialist UpScale Rank
- UX Engineer

## **PT Duta Agensi Mail (Remote - Contract)**

**Jan 2024 - Nov 2024**

### **Product Design**

Leading a project to speed up the website, and improve the user experience in exploring the company's duniafintech.com website. Therefore, we made several improvements to the widgets and plugins used, because this company uses WordPress CMS.

#### Accomplishments:

- Clean Plugins & Widgets: Reduce the ones you don't use.
- Minimize Images: Make the website light.
- Activate Caching: Make the website more responsive.
- Tidy Up the Code: Throw away what is not useful.
- Check Hosting: Make sure the server is strong enough.
- Clean Database: Remove unimportant data.
- Makes Visitors Comfortable: Good appearance & easy navigation.

## **PT Halo Karya Bersama (Remote - Intern)**

**Nov 2023 - Mar 2024**

### **Product Design**

In this project, I was entrusted with redesigning Halo Siswa's UI/UX Design which was rebranded as HaloExpert. In this engagement it took me 3 months to complete everything, this was due to several obstacles that we had so as not to change the set theme.

#### Accomplishments:

- Working on UI Designer challenges to create visualizations and components such as navigation sections, footers, heroes, and so on.
- Take a quiz in the form of research in interaction design visualization and make prototypes in application testing.
- Creating collaboration between developers and designers to rebuild and re-brand new products from previously Halo Siswa.

## **PT Ouzen Anugerah Indonesia (Onsite - Fulltime)**

**Jun 2019 - Feb 2023**

### **Web Designer**

I was trusted to be the team leader to handle a website, this website is a landing page for product sales. Due to the fast time efficiency, we use Native HTML as a basis and in a fast time we use WordPress CMS to create 20 Landingpages for Product Sales per month.

#### Accomplishments:

- Create a website sales page or landing page for product prospects to be marketed.
- Research the sales page according to the product that will be used, such as Colus Men, a product for men that involves bold and strong colors.
- Perform Design TEST from mockups or design frameworks that have been created and researched and have been reviewed by users for user experience.
- Create a design framework along with mockups for the initial stage before carrying out the UI Design process and how the user experience regarding the design framework created.

## **PT Kereta Api Indonesia (Onsite - Intern) Web Designer**

**Des 2017 - Mar 2018**

I did an internship at PT Kereta Api Indonesia for more than 3 months, this was also entrusted to the Goods and General division. It is also trusted to manage and redesign a subsidiary website belonging to PT Kereta Api Indonesia Divre 1 North Sumatra.

#### Accomplishments:

- I applied a simple design and did reprogramming using Native PHP language, created a small company profile belonging to KAI Division I North Sumatera.
- Making mockups and changing several designs such as covers.
- Studying an application called E-Office belonging to PT Kereta Api Indonesia.

## EDUCATION

### **Pembangunan Panca Budi of University**

Bachelor of Computer Science – GPA 3.82/4.00 (Graduated 2023)

Thesis : Design and Build a Web-Based Application for PT Ouzen Anugerah Indonesia Customer Promotion Notifications by Utilizing Whatsapp Blast

<https://repository.pancabudi.ac.id/website/detail/26422/penelitian/rancang-bangun-aplikasi-berbasis-web-notifikasi-promosi-pelanggan-pt-ouzen-anugerah-indonesia-dengan-memanfaatkan-whatsapp-blast>

### **High School Technical - Graduate 2019**

Technical Software Engineering

Report Internship : Implementing an E-office Web Based Application to improve the performance of PT Kereta Api Indonesia Divre I North Sumatra employees

## SIDE PROJECT

### **ECOBIS HBBK (Remote)**

**May 2025**

#### **Web Development**

I designed and developed the entire EcoBis website from the ground up – focusing on clean UI, smooth UX, and eco-brand identity. The project covered full front-end and back-end setup, responsive layout optimization, CMS integration, and SEO implementation to support digital promotion for sustainable local enterprises.

### **HiiBoss AI (Remote)**

**Feb 2025**

#### **Web Development**

I was responsible for designing and developing the entire HiiBoss website – from structure planning to final deployment. I built a responsive, modern interface that highlights each AI Agent (Mark, Lauren, and Nathan) and integrated all core systems, including hosting, domain, and content management. My focus was on delivering an intuitive user experience, strong brand identity, and solid SEO foundation to ensure optimal performance and visibility across all devices.

### **PT. TRENGGINAS SURYA ABADI (Remote)**

**Des 2024**

#### **Web Development/Web design**

Rotari is a local media platform that is committed to presenting the latest information and news with a focus on local content that is close to the community. <https://rotari.id/>

### **The Business Tailor (Remote)**

**Des 2024**

#### **Web Development/Web design**

Improve and change the appearance to the best version and gain experience in browsing the website, and the most important thing is optimizing the speed of the website so that it is easy to access.

<https://thebusinesstailor.com.sg>

### **Vive Software (Remote)**

**Des 2024**

#### **Web Development/Web design**

Change the appearance to the best version and gain experience in browsing the website, and the most important thing is optimizing the speed of the website so that it is easy to access.

<https://vive.software>

### **PT Evrando Sukses Bersama (Remote)**

**Okt 2024**

#### **Web Design**

Evrando is one of the Lysaght distributors in Medan city, they need mobilization to introduce products, and we handle it to create websites and SEO optimization. <https://evrando.com/>

### **Foresty Service of Central Kalimantan (Remote)**

**Okt 2024**

#### **Web Design**

Revamping the website belonging to the Government of the Central Kalimantan Province Forestry Service. This changes all the structure and interface on the website. <https://dishut.kalteng.go.id>

### **Environmental Service of Central Kalimantan (Remote)**

**Sep 2024**

#### **Web Design**

Revamping the website belonging to the Government of the Central Kalimantan Province Environmental Service. This changes all the structure and interface on the website. <https://dlh.kalteng.go.id>

### **Kos Rumah Arafah**

**Jan 2024**

#### **Web Design**

Help improve the design and repair some components that cannot be used. Apart from that, fixing several elements and bugs regarding libraries/plugins in the CMS. <https://kosrumaharafah.com>

### **PT HAJAR ASWAD TOUR (Remote)**

**Sep 2023**

#### **Web Design**

Create a Hajj and Umrah website, this website uses WordPress CMS and is integrated via WhatsApp and auto login with the mobile application. <https://hajaswadtour.id/>

### **UNITY CRAFTINDO (Remote)**

**Jan 2023**

#### **Web Design**

We were entrusted with slicing the design onto the company's profile website, and we decided to use WordPress CMS. We encountered an obstacle, namely connecting to Google Workspace, and it was resolved. <https://ucraftindo.com/>

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## TOOLS

**Design and Prototyping** : Balsamiq, Figma, Miro, and Affinity

**Web Development** : PHP, Laravel, Wordpress, Elementor, Bricks, BreakDance, Framer, React and Next JS.

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## Method Working

Team Collaboration

• Agile

• Communication

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