

Luthfi Hadi

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A 6th-semester Computer Science student at BINUS University with a strong foundation in front-end development and software engineering. Experienced in building responsive web applications, optimizing website performance, and collaborating in team-based projects. Previously involved in digital marketing and SEO, bringing a unique perspective on user experience and engagement.

EDUCATION

Undergraduate Student in Computer Science, Bina Nusantara University 2022 – Present

- Achieved an A grade in Agile Development, Pattern Software Design, and Human Computer Interaction.
- Developed abilities in optimizing code performance and maintaining code quality.
- Acquired practical skills in Agile methodologies and Scrum for project management.

High School Diploma – Ibnu Hajar Boarding School (Science) 2018 – 2021

- Obtained eligible quota for SNMPTN.
- Head of Entrepreneurship Division at OSMIB 2020.

WORKING EXPERIENCES

Full Stack Developer, PT Zegen Solusi Mandiri Feb/2025 – Present

- Developing a Learning Management System (LMS) using React, Golang, Chakra UI, and modern libraries.
- Designing and implementing ERD to optimize database structure and improve query efficiency.
- Slicing UI designs into responsive and interactive web components.
- Building 10+ mini projects as prototypes to refine LMS core features and improve development efficiency.
- Optimizing website performance by reducing load time and improving accessibility.

SEO Backlinking Specialist, PT Laskar Digital Indonesia Sep/2021 – Dec/2021

- Contributed to ranking 40+ websites/articles on Google's first page for targeted keywords with SEO team.
- Published 174 SEO-optimized articles.
- Curated 150 high-authority social bookmarking websites (minimum DA 30, PA 30).
- Social bookmarked 15 articles across a total of 40 websites each.
- Utilized SEO tools (WordPress, SEOquake, Google Analytics, Search Console) to optimize performance.

ORGANIZATIONAL EXPERIENCES

FILE/Filemagz Manager, Bina Nusantara Computer Club (BNCC) Jan/2024 – Jan/2025

- Led a team of 6 members, growing @filemagz & @filetechno followers by +2,600 in one year.
- Mentored 32 activists in content creation & video editing, improving content quality.
- Set a record for the most engaging reel with over 18,000 likes and 280,000 views.
- Created a viral TikTok video with 170,000 views and 13,000 likes.
- Achieved over 40,000+ views on 9 reels in a span of one year.
- Achieved 300+ likes per post on 37 microblog feeds in one year.
- Established partnerships with Apple Developer Academy, CTI Group, CakeResume, ToffeDev, Coding Studio, Indoindians, DKV Creative Advertising BINUS, Dunia Coding, Technoscape 2024, and DevOpsDays Jakarta 2024.

Publication Coordinator, TechnoScape 2024 Feb/2024 – Dec/2024

- Led a team of 8, managing 45+ publications for @technoscapebncc Instagram account.

Activist, Bina Nusantara Computer Club (BNCC) Nov/2022 – Dec/2023

- PRAP Project Manager: Led a team of 9 in organizing a large-scale event prototype.
- Leadership Development Program Leader: Managed an 8-member team, ensuring task completion.
- FILE Activist Leader: Led a 4-member team for weekly content production.
- Sponsorship Committee (BNCC Opening Season): Managed sponsors and documentation.
- Publication Vice Coordinator (BNCC CSR 2023): Edited promotional reels.

Head of Social Media, MarshaOshi

Dec/2020 – Jan/2023

- Led the social media team across platforms including Twitter/X, Instagram, TikTok, and Showroom Live.
- Increased Twitter/X followers from 700 to 7K, Instagram from 0 to 1.8K, and TikTok from 0 to 1.6K.
- Achieved an average of 527.000 tweet impressions per month during the last 5 months of my tenure.

PROJECTS

Luthfi Portfolio Website ([View Live](#) / [Github](#))

- My portfolio website showcasing my projects and skills in software engineering.
- Technologies: HTML/CSS, JavaScript

LMS Dummy Frontend ([View Live](#) / [Github](#))

- A prototype for an LMS, focusing on UI/UX implementation and responsiveness.
- Technologies: React, TypeScript, Chakra UI, React Router, Zustand, Tanstack, Recharts, FullCalendar

React Form Handling ([View Live](#) / [Github](#))

- A comprehensive guide to building forms with React Hook Form and Zod.
- Technologies: React, TypeScript, React Hook Form, Zod, Chakra UI, React Router, Zustand, Tanstack

SKILLS

Language:

- Indonesia (Native or bilingual proficiency)
- English (Professional working proficiency)

Soft Skills:

- Communication, Leadership, Collaboration, Problem-Solving, Code Review, Adaptability

Hard Skills:

- Frontend: HTML, CSS, JavaScript, TypeScript, React, Next.js, Chakra UI, Tailwind CSS, Bootstrap
- Backend: Golang (Echo, GORM), ASP.NET, C#, Laravel, PHP
- Database: MySQL, PostgreSQL
- Other: Motoko, C, Java, Python, WordPress

Tool & Software:

- Google Workspace, Microsoft 365, Figma, Canva
- Adobe Premiere Pro, Capcut, Visual Studio Code, Visual Studio, Dev C++, Eclipse IDE

Certification:

- Learning Front-End Web Development for Beginners, Dicoding Indonesia (2024)
- Learning the Basics of JavaScript Programming, Dicoding Indonesia (2024)
- 3-Day Intermediate SEO Masterclass, DailySEO ID (2024)
- Leadership: First Time Manager, Mekari University Course (2024)
- Introduction to Project Management Using Agile Methodology, BINUS University (2024)
- Project Management with Scrum, BINUS University (2024)
- LnT UI/UX Design Class, BNCC Learning and Training (2024)
- C-Level ENGLISH FOR ADVANCED ENGLISH, Beelinguapp (2023)
- LnT Back-End Development Class, BNCC Learning and Training (2023)