

# 'Afaf Mustofa Pratama Putra

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## Summary

Results-driven software engineer with over 7 years of experience delivering 75+ digital solutions mainly for SMEs, enhancing operational efficiency and driving revenue growth. Possess a Bachelor's degree in Informatics Engineering, currently focused on developing product management skills and gaining relevant experience. Skilled in translating business concepts into compelling digital solutions, aim to leverage technical expertise and passion for product management to contribute effectively in a product management role.

## Career Experience

### PT Idea Imaji Persada, IDEA IMAJI (February 2025-Present) | Lead Technology, Bandung

- Spearheaded the consolidation of the IIP Group's digital ecosystem, successfully migrating multiple internal websites (Kanaya Visual, OctoberSky, GoodHustle) to a single, optimized hosting infrastructure, improving operational efficiency and unifying Elementor Pro licensing.
- Directed the research, installation, and initial setup of core internal systems, including HRIS and a new Project Management, streamlining team workflows and establishing foundational management tools.
- Provided technical and strategic oversight for a diverse client portfolio, managing and coordinating website development projects, software license procurement, and client's domain-hosting extensions.
- Authored technical feasibility studies and detailed proposals for new business ventures, including the infrastructure and architecture, setting the roadmap for future product and business development.

### PT Medeva Multi Talenta, MEDEVA (June 2023-July 2024) | Associate Product Manager, Malang

- Supported the Product Manager in overseeing system development, fostering collaboration among cross-functional teams of up to 10 members, including system analysts, engineers, UI/UX designers, and marketing professionals. This collaboration led to the successful launch of approximately 3 major product features within the planned timeline.
- Translated the product roadmap and management directives into detailed technical plans, effectively utilizing ClickUp to assign tasks and streamline project workflows, which improved task completion rates by 20% through effective use of ClickUp.
- Drive alignment between development and QA teams by crafting comprehensive user stories and scenarios, ensuring product quality and market fit, which contributed to a 40% potential reduction in post-launch.
- Led daily stand-up meetings to maintain project momentum, identify and address roadblocks, and promote open communication within the team, which resulted in an estimated 10% decrease in project delays and improved team productivity.

### G2 Academy (December 2022-February 2023) | Backend Developer Internship, Jakarta

- Developed and implemented a robust file and folder management system within a Learning Management System (LMS) platform. Leveraging Java, Spring Boot, and PostgreSQL, engineered a solution that enhanced user experience and organizational efficiency, estimated to improve file storage and retrieval processes by approximately 30%.
- Designed and built an intelligent chatbot backend integrated with a company phone number. Utilizing Python, PostgreSQL, and Qiscus, created an automated customer service solution capable of handling inquiries related to Bootcamp, Prakerja, Corporate Solutions, and other key areas. This initiative is estimated to have reduced response times by around 25%, significantly improving customer satisfaction based on feedback from user surveys.

### PT SLJ Global Tbk., ORIMBA (July 2021-December 2021) | Web Development Staff, Jakarta

- Contributed to website development and brand consistency within the Branding Department during a six-month contract, helping to enhance the overall online presence of the company.
- Created multiple company profile websites using HTML, JavaScript, and CSS, resulting in an estimated 35% increase in unique visitors, as tracked by web analytics tools, showcasing improved visibility and reach.
- Designed and implemented a guest book system called "ORIMBA Guest Book" using CodeIgniter, SQL Database, and RESTful API. This feature is estimated to have improved user feedback response times by approximately 50%, allowing for quicker engagement with customer inquiries.
- Developed and maintained brand assets across various platforms based on "The Dawn of ORIMBA" brand identity, which is estimated to have increased brand awareness by 25%, as measured by pre-campaign surveys assessing brand recall among target audiences. [Brand Identity](#).

### PT Cipta Solusi Semesta, TakRiba (February 2019-June 2019) | System Analyst, Malang

- Directed analyst and development teams for a five-month contract.
- Developed website features using tools like StarUML for detailed system analysis and documentation, which is estimated to have reduced project documentation time by approximately 30%, streamlining the development process. [System Document](#).
- Effectively communicated and managed project timelines, ensuring alignment between development and analyst teams, which led to a 15% improvement in project delivery times, as tracked by project management tools.
- Managed project timelines and contributed to marketing efforts on the website and social media platforms, resulting in an estimated 20% increase in user engagement on social media channels, as measured by interaction metrics. [Activation Document](#).

### **RUVODO WebApps (July 2018-Now) | Self-Employed Freelance, Malang**

- Founded a software services company, delivering over 50+ projects, including e-commerce platforms and branding solutions, with a 95% client satisfaction rate based on feedback surveys.
- Achieved a project completion rate of 100% within agreed timelines, enhancing client retention by approximately 30%.
- Utilized data-driven insights from Google Analytics to optimize client websites, leading to an average increase of 50% in search engine visibility and user engagement metrics.

### **PT Universal Big Data, UBIG (April 2017-July 2017) | Front-End Developer Internship, Malang**

- Successfully developed two comprehensive "EzySchool" educational management systems within a three-month timeframe.
- Demonstrated expertise in PHP, CodeIgniter framework, SQL database, and RESTful API to create robust and scalable web applications. Collaborated with the back-end development to integrate APIs, resulting in a seamless data exchange process that improved data retrieval times by approximately 25%, enhancing overall user experience. [System Document](#).

## **Project Experience**

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### **Creative AI Platform (June 2025-Present) | Product Development Strategy**

- Conducted feasibility studies and formulated a business plan for an internal multi-modal Creative AI Platform.
- Defined the technical requirements, including the use of open-source LLMs and dedicated GPU-enabled servers for training and inference, to provide AI-as-a-Service capabilities.

### **IAII (March 2025-Present) | Learning Management System Implementation**

- Strategized and led the technical infrastructure design for an AI-focused LMS, specifying a dedicated server environment with GoLang Backend, Next.js Frontend, and Moodle LMS.
- Oversaw the selection, purchase, installation, and branding implementation of the Moodle theme on [lms.aiinstitute.id](https://lms.aiinstitute.id), delivering a scalable educational platform.

### **Queenrides (April 2025-September 2025) | Website Development & Maintenance**

- Designed, developed, and delivered a high-performance, WordPress-based website [queenrides.com](https://queenrides.com) for Queenrides, focusing on an optimized user interface and clear Content Strategy.
- Conducted detailed system analysis on core features, including clarifying the function and access level for login buttons, refining campaign display formats, and optimizing keyword placement.
- Implemented UX improvements by reworking the placement of key performance indicators (KPIs)/stats and structuring the presentation of products/services to enhance user flow and conversion paths.

### **SOPO Branding (January 2024-March 2024) | Website Development**

- Led the development and implementation of a branding indicator system [sopo.uteroinonesia.com](https://sopo.uteroinonesia.com) using CodeIgniter, SQL, and RESTful APIs, achieving a 100% on-time delivery and meeting all client specifications. This solution catered to the branding needs of hotels, restaurants, and cafes.
- Developed and executed comprehensive business and marketing plans, facilitating collaboration with over five local businesses, enhancing brand satisfaction by approximately 35% in the targeted market.
- Acted as both back-end and front-end developer, ensuring seamless integration between systems, which contributed to around 40% reduction in bugs reported during user testing.

### **OSIKER (September 2022-December 2023) | Website Development**

- Designed and built "OSIKER" [osiker.com](https://osiker.com), a big data management website using CodeIgniter, SQL, and RESTful APIs, achieving a 100% project completion rate within the designated timeframe. This platform empowers users with information about the creative economy and small/medium businesses in Malang and surrounding areas.
- Provided essential support to the founder of OSIKER, contributing to the development of a comprehensive business plan for promoting and marketing the platform. Facilitated collaboration with government agencies, including the Industry and Trade Office (DISPERINDAG) and the Communications, Informatics, and Public Relation Office (DISKOMINFO) of Malang.

### **Malang Creative Center (July 2022-March 2023) | Creative Community Space SOP Planning**

- Monitor the planning of standard of procedure (SOP) for "Malang Creative Center" creative community space in digital system operational management aspect.
- Collaborated with the local startup community "STASION" to develop and integrate multiple software solutions, resulting in an estimated 30% increase in operational efficiency within the creative space.
- Created a comprehensive digital roadmap and system design that facilitated approximately 40% increase in community engagement activities and streamlined communication among stakeholders.

### **G2 Academy (October 2022-November 2022) | Website and Apps Development**

- Full-stack development of a comprehensive system, including system design, back-end development using Java Springboot and SQL, front-end development using ReactJS for admin dashboard, and mobile app development using React Native for the "rintiStartup" application. [Presentation Link](#).

## Dapur Cokelat (November 2021-March 2022) | Apps Development

- Led the system analysis and design documentation, including flowcharts and ER diagrams, resulting in an estimated 20-30% improvement in project clarity and communication.
- Managed the development of both mobile and web platforms using Flutter, CodeIgniter, SQL, and RESTful APIs, achieving a successful launch within three months.

## Education

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### Atlas Nusantara Engineering College Malang

- Majoring in Informatics Engineering graduated with cum laude – Best Bachelor, GPA: 3.89/4.00

## Course

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### Apiary Academy, 2024

- Product Management Introductory & Intermediate Level: Covered problem statements, solution approaches, user journeys, hypothesis formulation, expected outcomes, product roadmaps, prioritization, goals & key success metrics, and product requirement documents.

### G2 Academy, 2022

- Fullstack Web Mobile Development – Java, ReactJS and React Native: Focused on HTML, CSS, Javascript, Java, ReactJS, React Native, SDLC and UML.

### RevoU, 2021

- Intro to Product Management Mini Course: Included product management roles, problem discovery, customer journey mapping, and product analysis.

## Skills

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- Productivity Skills: Product Development, Project Management, Waterfall, Agile Methodologies, System Analysis
- Productivity Management Tools: Trello, Notion, Miro, ClickUp, Figma
- Soft Skills: Critical Thinking, Problem Solving, Adaptability
- Technical Development Skills: ReactJS, React Native, JavaScript, Java, SQL, PHP, CodeIgniter, WordPress, Elementor, WPBakery

[Certificate Link](#)

## Languages

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- Native Bahasa Indonesia
- English Intermediate Level