

# ARI WIDIANSYAH

Web Developer, SEO Specialist and  
Game Developer.



## About Me

I'm a versatile full-stack developer proficient in PHP frameworks like CodeIgniter 3 and Laravel, specializing in web development. With a passion for optimizing online visibility, I've honed my skills in SEO. Additionally, I've explored game development using Unreal Engine.

## Contact

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Jl Ampel No. 5, Kel. Abdijaya,  
Kec. Sukmajaya. Depok  
Indonesia

## Skills

- HTML, CSS and Javascript  90%
- PHP and Mysql  90%
- Codeigniter and Laravel  90%
- SEO Specialist  76%
- Unreal Engine  84%

## Experience

**Moderator PHP SCRIPT**

**Themeforest.net**

2012 - 2015

**Staff Web Developer and Engineer.**

**PT Summarecon Agung.**

2015 - 2017

- I work at Summarecon as a web development and engineering professional. My responsibilities include creating internal websites and developing a panic button system for the Pascal residential area using Arduino.

**Freelancer**

**Bukalapak**

2016 - 2019

- I serve as the Lead Engineer on the Blue Team at Bukalapak, where I lead a team of engineers in designing, developing, and maintaining the technology stack for our partnership with Permata Bank. My responsibilities include technical architecture, code reviews, and mentoring junior engineers.

**Staff Markominfo.**

**Universitas Indraprasta PGRI**

2017 - 2022

- In my role as a Markominfo staff at Indraprasta PGRI University, I've been responsible for the design, development, and maintenance of various web applications. I've built the university's main website from scratch using PHP and CodeIgniter 3, and have also developed internal systems for learning management, academic records, and student tuition payments. Additionally, I've implemented SEO strategies to improve the university's online visibility.

Projects: [www.unindra.ac.id](http://www.unindra.ac.id),  
[www.lpmunindra.ac.id](http://www.lpmunindra.ac.id),  
[www.pmb.unindra.ac.id](http://www.pmb.unindra.ac.id),  
and [www.diklatunindra.id](http://www.diklatunindra.id).

**Freelancer Lead Web Dev and Lead Game Dev**

**Pandi.id and Kemenkominfo**

2021 - 2022

- In my role as a freelance web developer and game developer at Pandi, I was responsible for the design, development, and deployment of a website dedicated to promoting the kebaya tradition, as part of a collaboration with UNESCO. Additionally, I utilized Unreal Engine to create an immersive metaverse gaming experience.

Projects: [www.tradisikebaya.id](http://www.tradisikebaya.id)  
Game Naga Raja.

## Experience

### Freelancer Web Development

#### Rock in Solo Festival

2022 - Present

- I'm currently a freelance web developer working on the Rock in Solo Festival. Recognizing my skills, the Mayor of Solo personally appointed me to build the official festival website. This project allows me to showcase my abilities in web development while contributing to the local music scene.

Projects: [www.rockinsolofest.com](http://www.rockinsolofest.com)

### ( Lead ) Sr. Full Stack Web Developer and Game Development

#### Indosat Ooredoo Hutchison

2022 - 2023

- In my role at Indosat, I successfully balanced the responsibilities of a Lead Game Developer, Web Developer, and Digital Marketer. I led the development of innovative games, built user-friendly websites, and implemented data-driven marketing strategies to achieve significant growth in key metrics.

Projects: [www.timele55creation.co.id](http://www.timele55creation.co.id)  
And Hero League : [www.peoplefest.id](http://www.peoplefest.id)

### Freelancer SEO Specialist

#### Jakone Mobi

2022 - 2023

- As an SEO Specialist at Jakone Mobile, I am responsible for optimizing our website to rank higher in search engine results.

### ( Lead ) Sr. Full Stack Web Developer

#### FTLGym

2023 - 2024

- In my role as Lead Web Developer at FTLGym, I've successfully developed and launched the IRP system and member portal. I've also integrated Xendit's payment gateway into our platforms, ensuring seamless transactions. Additionally, I've collaborated closely with the digital marketing team to drive user acquisition and engagement.

Projects: [www.ftlgym.com](http://www.ftlgym.com) or [staging.ftlgym.com](http://staging.ftlgym.com)

### Sr. Full Stack Web Developer and RnD Unreal Engine

#### DossguavaXR Studio

2024

- In my role at DossguavaXR, I've successfully developed multiple internal applications from concept to deployment. I've also contributed to film projects as a landscape editor in Unreal Engine, creating stunning virtual environments. Additionally, I'm actively involved in research to explore the potential of AI in enhancing motion capture for film production.

Projects: [www.dossguavaxr.com](http://www.dossguavaxr.com)

## Education

### Universitas Indraprasta PGRI

2017 - 2021

Bachelor Degree, Teknik Informatika, S.Kom

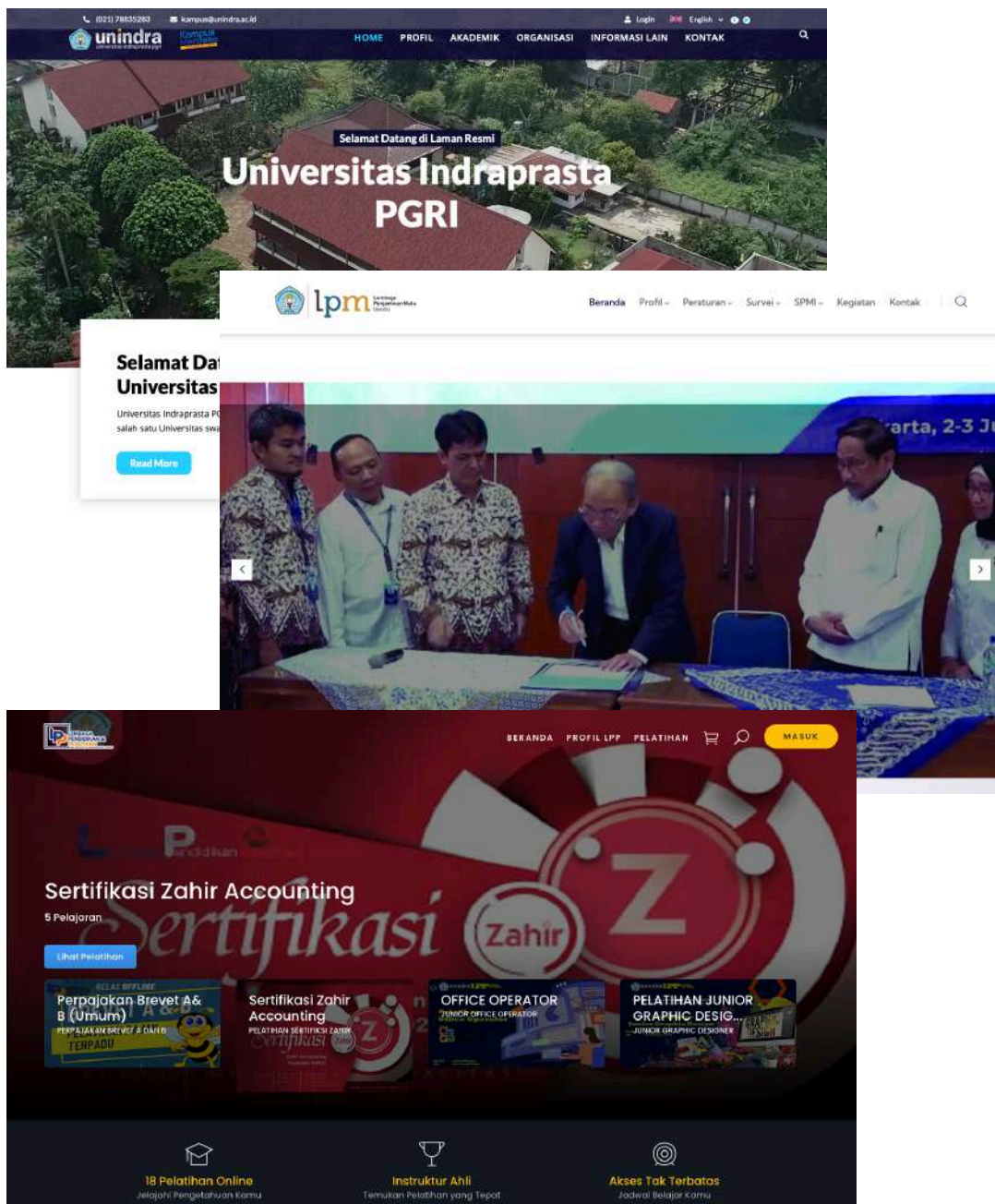
### RevoU

2021

Courses - Full Stack Digital Marketing

## Project Website Development

- Skills : PHP Frameworks ( Codeigniter3 and Laravel )
- Payment Skill : Json (API Xendit)
- Coding Language : PHP, Json, MySql, Html and Css

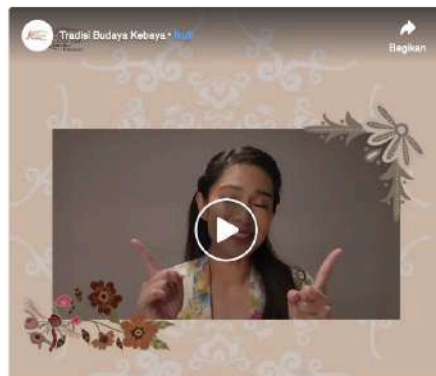


### Project Website Development

- Skills : PHP Frameworks ( Codeigniter3 )
- Coding Language : PHP, Json, MySql, Html and Css
- Work Flow : Peer to Peer With Pandi Apps (https://s.id)



#### Dukungan Terhadap **Kebaya**SCO



Dunia perlu mengetahui dan mengakui bahwa Kebaya adalah warisan budaya berbusana dari leluhur Nusantara yang sudah ada sejak ratusan tahun yang lalu. Untuk itu perlu dimulai langkah-langkah untuk mendaftarkan Kebaya ke UNESCO sebagai warisan budaya tak benda asal Indonesia.

Selengkapnya

#### Kriteria Kebaya

##### Kriteria Pertama

Yang perlu dipahami bahwa kebaya itu adalah busana daerah atau tradisional yang dipakai sebagai atasan. Untuk memperkuat kesan lokalitas dan femininitas, kebaya meati dipadukan dengan kain batik, tenun atau wastra jenis yang lainnya sebagai pakaian bawahannya.

##### Kriteria Kedua

##### Kriteria Ketiga

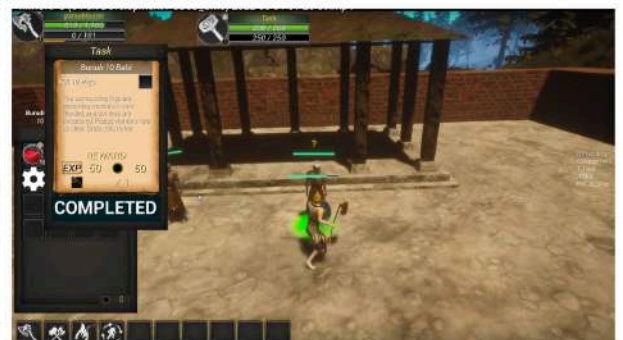
##### Kriteria Keempat

##### Kriteria Kelima

Dengan mengenal kebaya lebih baik, diharapkan kecintaan terhadap pemakaian kebaya pun semakin meningkat. Upaya-upaya memperkenalkan kebaya ke kaum muda perlu dilakukan sesering mungkin. Karena merekalah pewaris kebaya yang akan menjaga kelestarian kebaya di masa depan.

### Project Game Development

- Skills : Unreal Engine4
- Work Flow : Landscaping, Build Quest System, Build Skill System.
- Coding Language : C++, Python



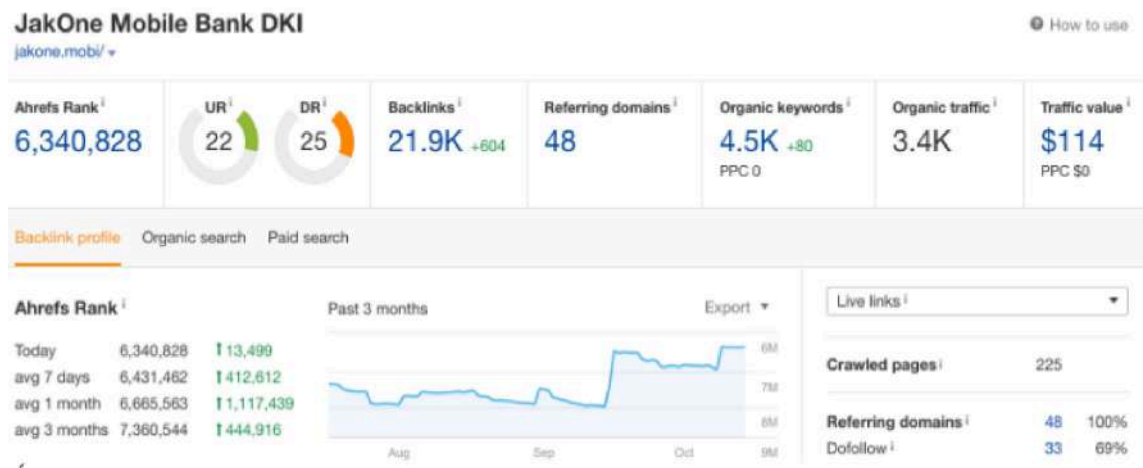
## Project Website Development

- Skills : PHP Frameworks ( Codeigniter3 )
- Work Flow : Peer to Peer Loket.com
- Coding Language : PHP, Json, MySql, Html and Css



- Skills : SEO Research, SEO Analytic
- Tools : ahrefs, GoogleAnalytics, Google Search Console, Google Data Studio, Google Keyword Planner, Google Trends, SEMRUSH, UberSuggest, Screamingfrog.

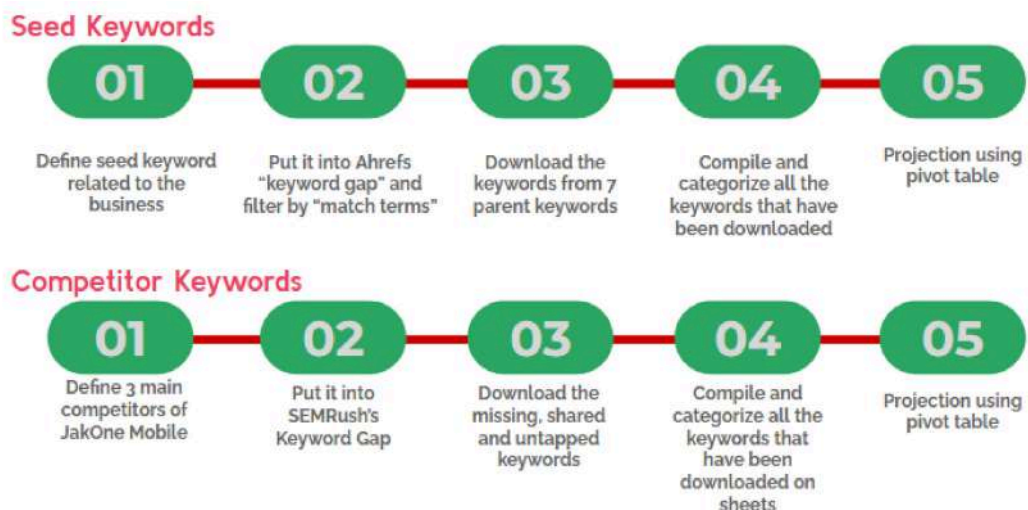
### Jakone Mobile Keyword Research Objectives



Find words and phrases that users are searching for on search engines and also keywords have an increasing focus on searcher inten.

- Competitor keyword and traffic analysis.
- Keyword category prioritization.
- Projection potential traffic and leads using potential keyword.
- Keyword variation for priority category.

### Jakone Mobile Keyword Research Workflow



## Jakone Mobile Competitors Analysis

Brand	Organic Keywords	Organic Traffic	Domain Authority	Referring Domain	Backlinks
Jakone.mobi	7,839	8,017	21	48	93,068
Jenius.com	61,625	254,325	61	1,525	254,325
Jago.com	13,869	32,761	28	271	1,005
tmrwbyuob.com	32,818	98,574	34	390	5,417

## Jakone Mobile Summary of Keywords Research

Keyword	Search Volume	Keyword Diffic	CPC	Category	Type
mobile banking	6400	21	0.25	banking	Informational
bsm mobile banking	1300	4	0.5	banking	Informational
bjb mobile banking	1300	2	0.5	banking	Informational
perbedaan internet banking dan mobile banking	1300	1	0	banking	Informational
mobile banking adalah	1000	4		banking	Informational
mobile banking bank jatim	900	0	0.35	banking	Informational
mobile banking cimb niaga	900	17		banking	Informational
bsi mobile banking	900	8		banking	Informational
apa itu mobile banking	800	20	0	banking	Informational
perbedaan mobile banking dan internet banking	700	1	0.5	banking	Informational
mobile banking ocbnisa	700	12	0.6	banking	Informational
pernyata mobile banking	600	5	0.25	banking	Informational
mobile internet banking	350	32	0.2	banking	Informational
bprks mobile banking	350	1	0.05	banking	navigational
bank mega mobile banking	300	0	0.15	banking	Informational
pengertian mobile banking	300	3	1.9	banking	Informational

## Jakone Mobile Projections of Potential Traffic and Leads

Category	SUM of Search Volume	MEDIAN of Keyword Difficulty	CTR	Est. Traffic	Traffic-to-lead rate	Lead
	1,120,050	24				
aplikasi bayar	5,900	30	2.14%	126	4%	5
banking	30,500	2	2.14%	653	4%	26 P3
cara bayar	73,050	2	2.14%	1563	4%	63 P2
pajak	257,750	1	2.14%	5516	4%	221 P1
pajak mobil	16,600	0	2.14%	355	4%	14
<b>Grand Total</b>	<b>1,503,850</b>	<b>21</b>	<b>2.14%</b>	<b>32182</b>	<b>4%</b>	<b>1287</b>

- CTR : Based on wordstream.com's as average CTR for Financial Industry.
- Est Traffic : Search volume multiply with CTR.
- Traffic to Lead Rate : 4% of Total traffic based on company's data.
- Lead : Est. Traffic multiplies by traffic-to-lead rate.

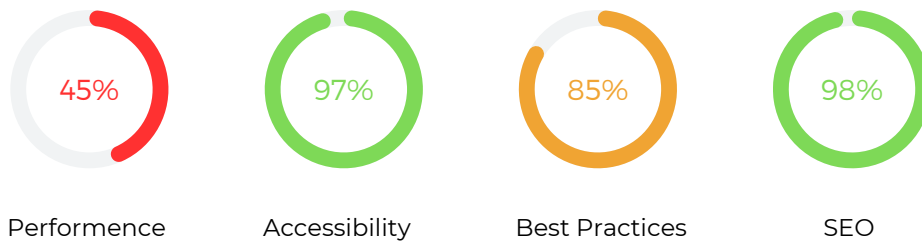
Based on the table, we could see that "Pajak" needs to be priority, number one because it has the biggest search of volume with 1 KD. it could generate 1287 leads too.

"Cara Bayar" and "Pajak" follow suit as second and third prioritizations because of the number of potential leads as well.

## Jakone Mobile Main Categories and the Keyword

Pajak	Cara Bayar	Banking / Finance
pajak online	cara bayar pajak	Mobile banking
Bayar pajak online	cara bayar pajak online	perbedaan internet banking dan mobile banking
Bayar pajak pbb	cara bayar pajak mobil online	mobile banking adalah
bayar pajak motor	cara bayar pajak motor	Cara menabung di bank
Syarat bayar pajak motor	cara bayar pajak kendaraan online	Tips menabung

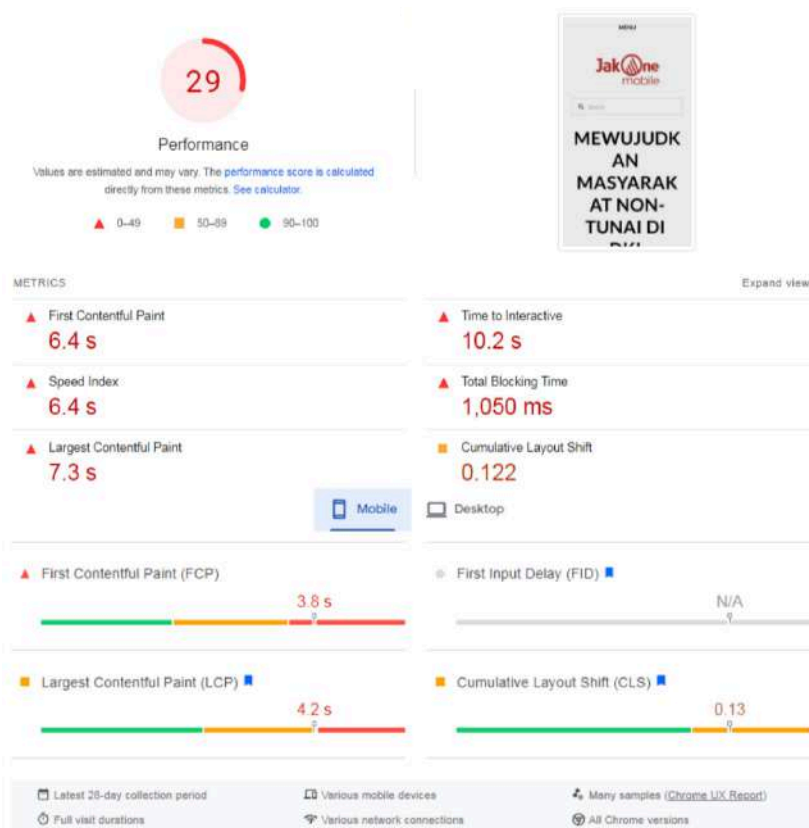
## Jakone Mobile Site Audit and Prioritization Objectives



Give webmasters and SEO executive a complete and detailed analysis into Site Health, Performance and Speed

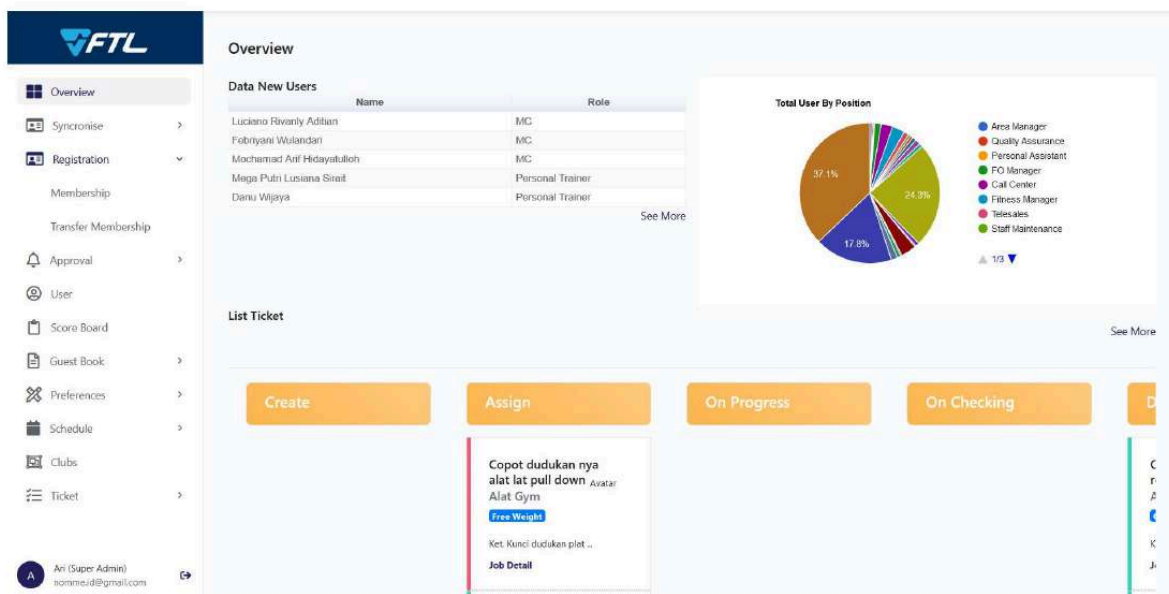
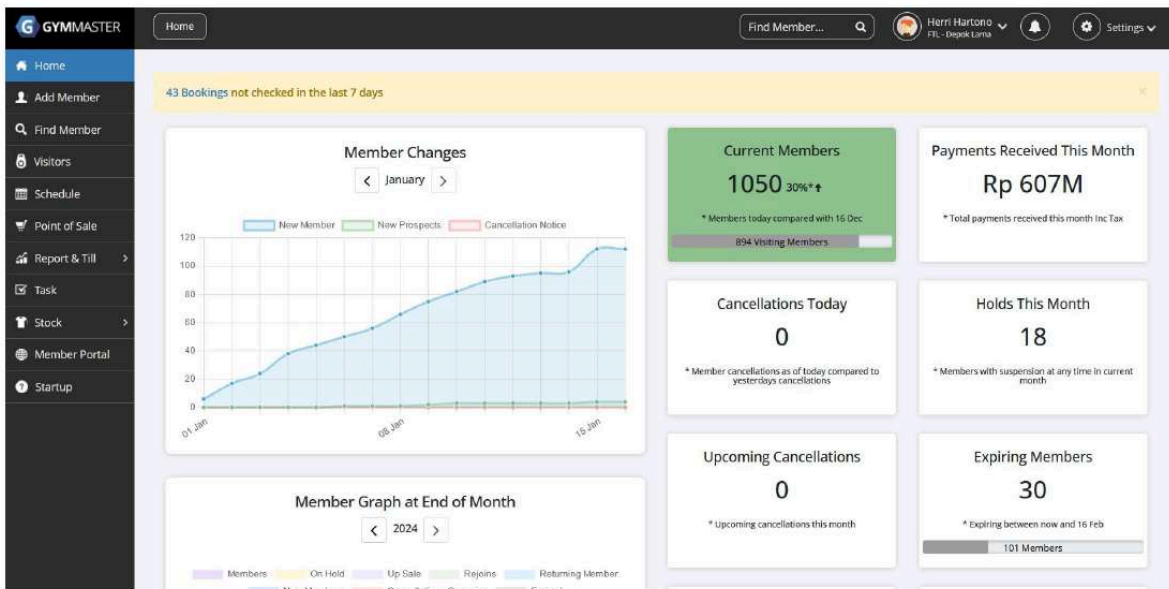
### Result

- Website overall performance & health score
- Issue Prioritization
- On-Page technical timeline



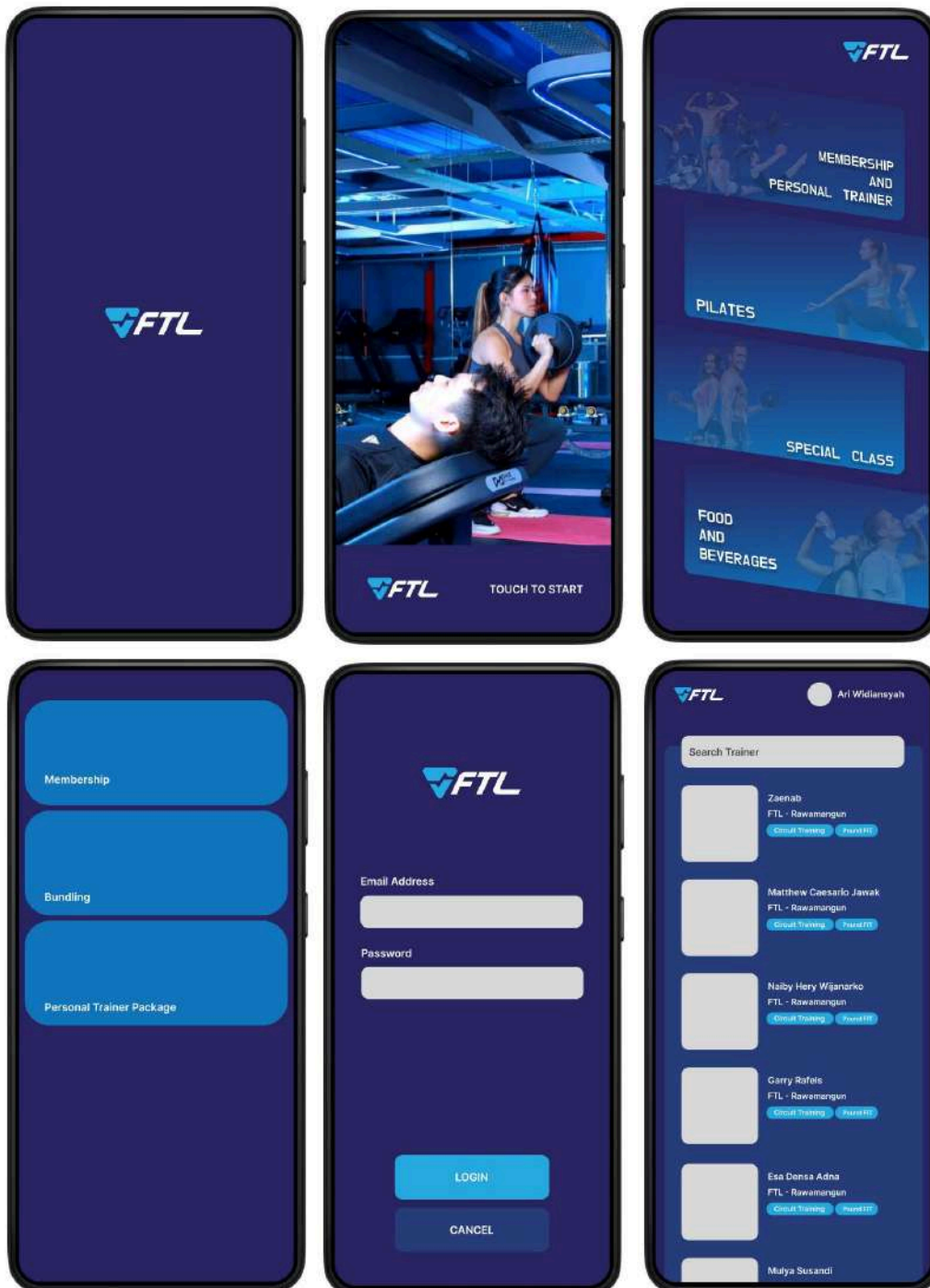
## Project Web Development

- Skills : PHP Frameworks ( Codeigniter3 and Laravel )
- Payment Skill : Json (API Xendit)
- Coding Language : PHP, Json, MySql, Html and Css
- Work Flow : IRP Peer to Peer with API

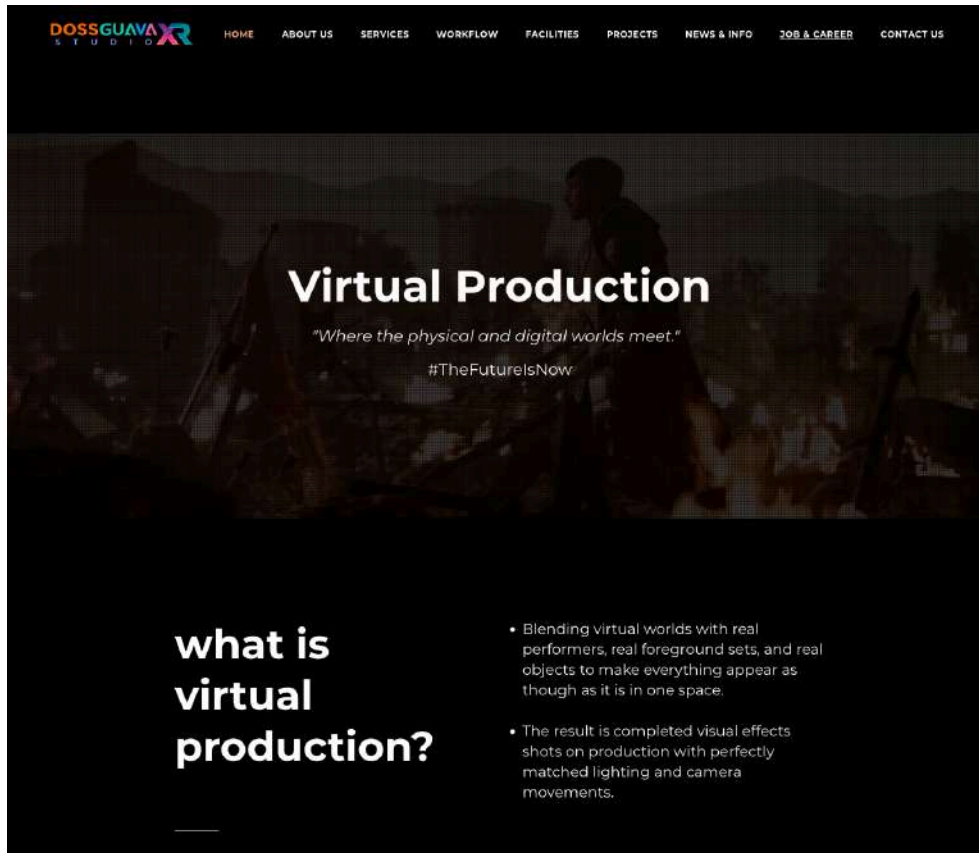


## Project Mobile Development (VueJs)

- Skills : Framework Javascript (VueJs)
- Payment Skill : Json (API Xendit)
- Coding Language : Js, Json, MySql, Html and Css
- Work Flow : Peer to Peer with API IRP



## Project Website Development



### CREATING A NEW REALITY

- Virtual production is revolutionizing filmmaking.
- The use of LED screens with real-time virtual environment rendering enabling filmmakers to push the limits of storytelling.
- Expensive location shoots can now be filmed in a controlled studio environment allowing you full, real-time control over lighting, art and locations.

### The Benefits



#### Creating a New Reality

Transforming storytelling into captivating narratives that engage audiences in entirely new ways.

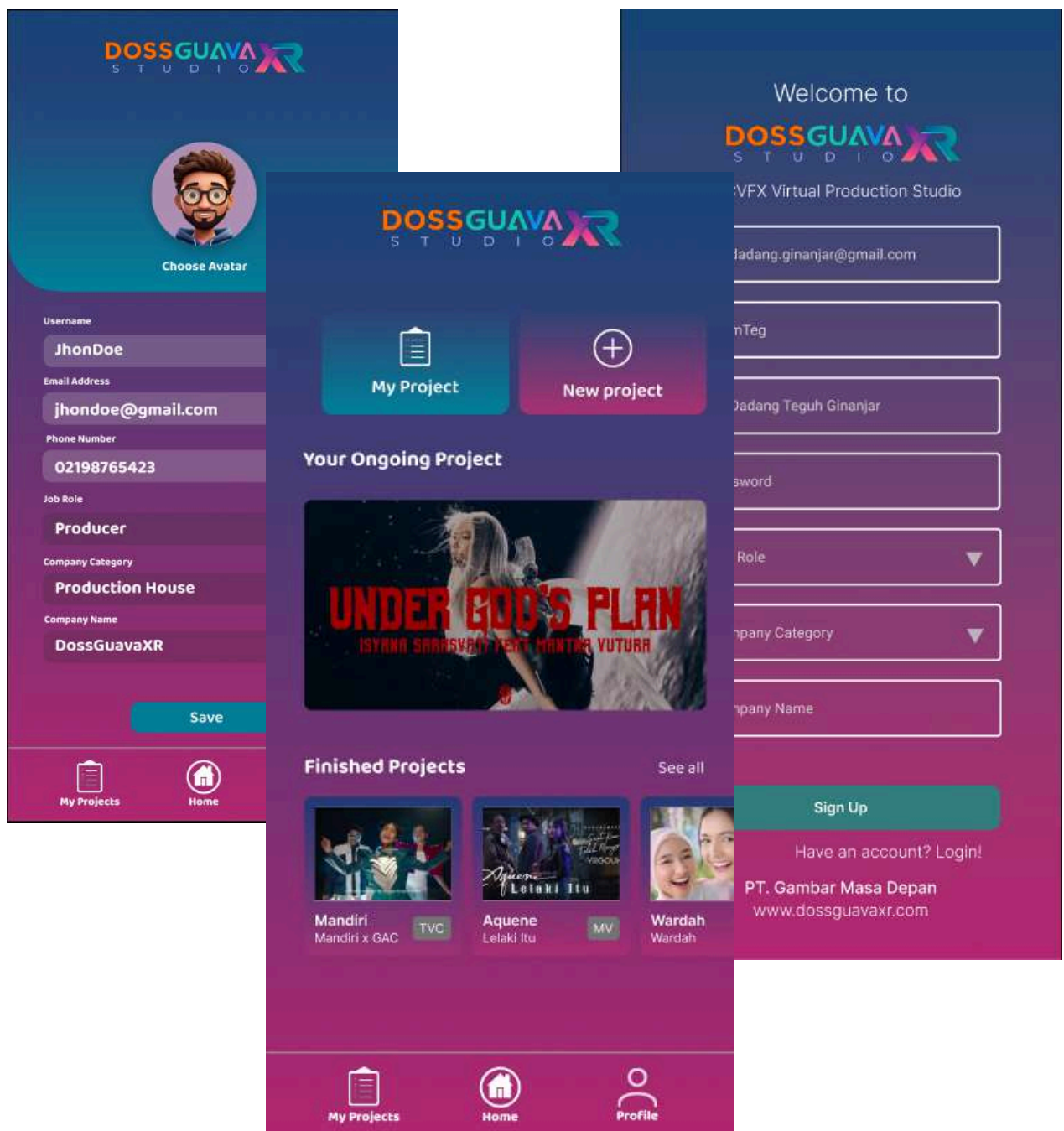
#### Saving in Cost and Time

Swap between various locations with just a button press.

- Skills : PHP Frameworks ( Laravel )
- Coding Language : PHP, Json, MySql, Html and Css
- Work Flow : Build Content Management System and API

## Project Mobile Development ( VueJs )

- Skills : Framework Javascript (VueJs)
- Payment Skill : Json (API Xendit)
- Coding Language : NodeJs, VueJs, Json, MySql, Html and Css
- Work Flow : Peer to Peer with API CMS



## Project Video Clip With Unreal Engine for LED With 14 Meters.

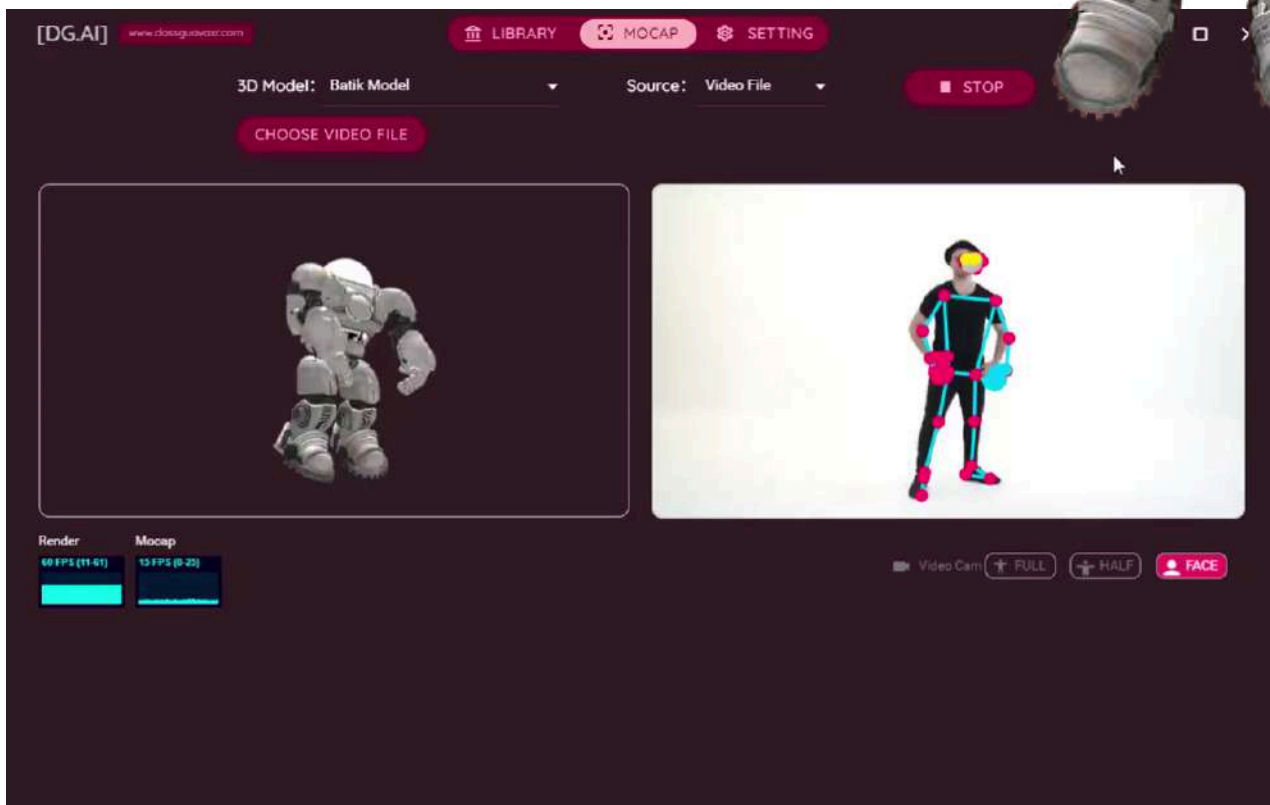
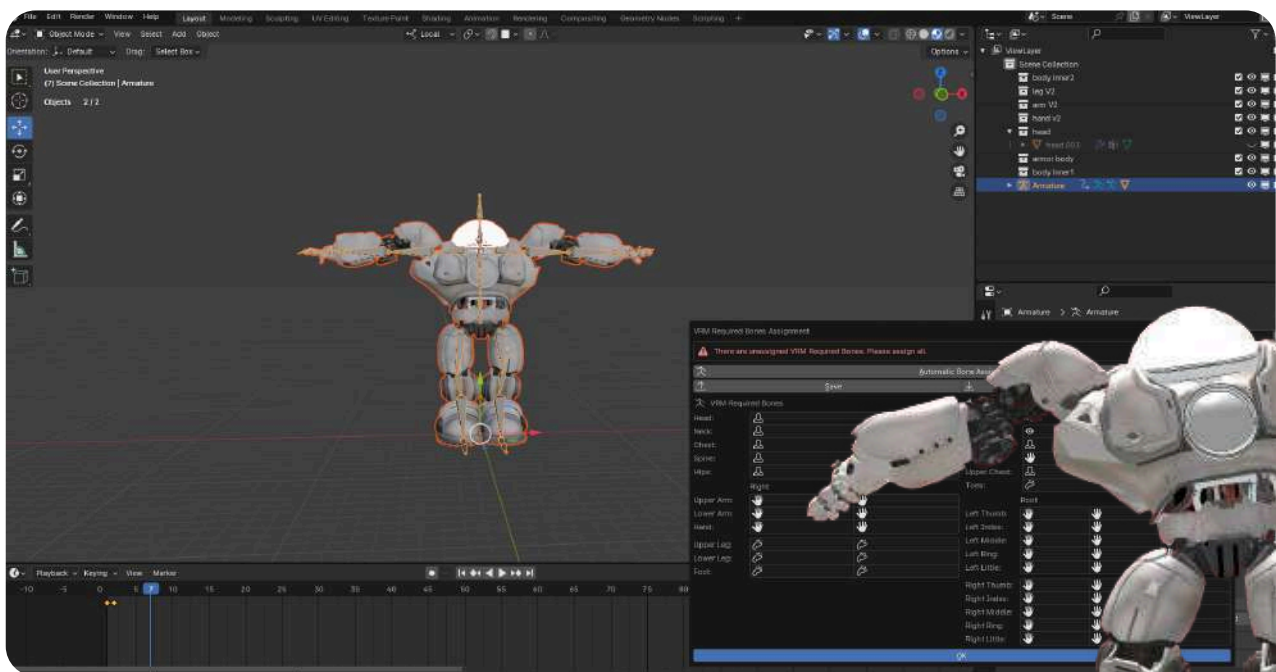
- Skills : Unreal Engine 5
- Payment Skill : Json (API Xendit)
- Coding Language : C++
- Work Flow : Build Landscape with Unreal Engine and Distribution to LED



Result on Youtube : Judika Feat Lesti Kejora ( Bukan Karena Tak Cinta )

## Project AI Motion Capture With Python and Blender.

- Skills : Unreal Engine 5, Python
- Coding Language : C++ and Python
- Work Flow : Build Code Mocap, Create Potition Bone, Marge Video to Mocap



**THANK YOU  
FOR READING MY CV**

**ARI WIDIANSYAH**

**WEBSITE DEVELOPER  
SEO SPECIALIST  
GAME DEVELOPER**

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**CV UP TO DATE 2024**