



DONNY SABRI ASHARI | UXEngineer

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Results-driven **UX Engineer** with a Computer Engineering background, bridging the gap between user-centered product design and production-ready implementation. Experienced in architecting scalable design systems, crafting intuitive digital interfaces, and transforming complex user journeys into high-performance web experiences. Adept at cross-functional collaboration, high-velocity delivery across global remote teams, and building digital products that balance aesthetic finesse with technical feasibility.

WORK EXPERIENCE

PT. Digital Mahadata Prima Sidoarjo, Indonesia Sep 2025 – Present
Web & UX Engineer

- Delivered UI/UX architecture and front-end solutions for high-impact platforms including *Event By Indonesia*, a national tourism initiative under the Ministry of Tourism of the Republic of Indonesia.
- Designed and developed client-facing web portals and public interfaces (Juanda Airport / Injourney, BBGTK East Java, Perum Jasa Tirta) with a focus on responsive layouts, accessibility, and high performance.
- Engineered internal workflow automations and data extraction tooling using Python and AI/LLM integration, accelerating data processing turnaround.
- Managed end-to-end digital implementations, bridging cross-functional collaboration between design, engineering, and server deployment.

GlobalEdge Teknologi Jakarta, Indonesia (Remote) Oct 2024 – May 2025
Web Designer & High-Throughput Developer

- Designed, built, and optimized 713+ responsive, conversion-focused WordPress websites using Divi for US-based clients under strict turnaround SLA.
- Executed technical on-page SEO setup across 90+ websites, improving site architecture, metadata, and Core Web Vitals.
- Collaborated closely with US-based marketing and product teams in night-shift remote operations to deliver rapid client iterations.

SuperInk Digital Singapore (Remote) Apr 2024 – Aug 2024
Web Designer (UI/UX)

- Designed intuitive, user-centered website interfaces through wireframes, clickable prototypes, and user-flow planning.
- Built responsive, cross-browser WordPress websites with consistent visual fidelity across mobile and desktop devices.
- Optimized website speed and usability while collaborating directly with international clients in a fast-paced remote environment.

Onlenkan.com Kota Probolinggo, Indonesia Aug 2022 – Apr 2024
UI/UX Designer & Web Developer

- Designed 24+ user interfaces for mobile and web applications—covering ideation, user research, wireframing, prototyping, and high-fidelity UI design in Figma.
- Established design consistency by architecting reusable design systems, style guides, and UI component libraries adopted across client engineering teams.
- Conducted usability observations and feedback analysis to validate design decisions and enhance overall user satisfaction.
- Designed and developed corporate web solutions using Figma, WordPress, HTML, CSS, and Laravel.

— EARLIER EXPERIENCE —

PT. Digital Mahadata Prima (Outsourced to Pelindo 3) Surabaya, Indonesia Sep 2024 – Sep 2025
System Engineer

- Monitored containerized infrastructure (Docker, Kubernetes/EOS, NGINX, Grafana, VMware) across Linux & Windows to maintain 99.8%+ SLA uptime targets.

Frogobox Probolinggo, Indonesia Jan 2021 – Nov 2021
UI Designer

- Designed 34 user interface screens for Piano Tiles mobile game application using Figma.

Telkom Indonesia Bandung, Indonesia Sep 2020 – Dec 2020
Frontend Developer — Digital Talent Incubator

- Built modular login, registration, and dashboard components using ReactJS; deployed farm e-commerce app (BETANI) on Netlify.

EDUCATION & CERTIFICATION

Telkom University Bandung, Indonesia Aug 2016 – Aug 2020
Bachelor of Computer Engineering — GPA 3.08 / 4.00

- Thesis: *Sentiment Analysis on Online Transportation Services Using CNN* — Published on IEEE (2020).

Certifications: FGA DTS (UI/UX Design, 80h) · KEMNAKER (Adobe Illustrator Branding, 80h) 2022 – 2024

SKILLS & TECHNOLOGIES

DESIGN & PRODUCT

- Design Systems & Tokens, Component Libraries
- Wireframing & Interactive Prototyping (Figma)
- Usability Testing, User Flow & Information Architecture
- Responsive & Accessible (WCAG) Web Design

ENGINEERING & TOOLS

- Astro, ReactJS, GSAP Motion, Three.js (WebGL)
- Modern CSS, Tailwind, HTML5, JavaScript / TypeScript
- WordPress / Headless CMS, REST APIs, Git / GitHub
- Docker, NGINX, Linux VPS, Python & AI/LLM Workflows