

Irfan Hidayatullah

Product Consultant | Business Analyst | Technical Product Specialist

Jakarta | irfanhidayatullah.jobs@gmail.com | [LinkedIn](#) | [Github](#) | [Portofolio](#)

PROFESSIONAL SUMMARY

Hybrid professional with a formal background in Business Management and 1.7 years of hands-on experience in Full Stack Engineering, IT Pre-Sales Support, and Client Facing Project Delivery. Proven track record in bridging business problems with technical execution, conducting requirement discovery, mapping workflow logic, and defining clear solution scopes. Adept at applying structured thinking and business process understanding to translate client needs into practical digital products. Combines strong empathy for stakeholder requirements with technical feasibility analysis to ensure seamless feature delivery and product quality.

CORE COMPETENCIES

- **Product & Consulting Rigor:** Business Process Mapping, Requirement Discovery & Scoping, Solution Flow Design, User Story & Acceptance Criteria Definition, Pre-Sales Technical Feasibility, Issue Structuring.
- **Technical & Data Capabilities:** System Logic & Workflow Architecture, Basic AI & IoT Concept Integration, API Integration, Database Structure, Data Exploration.
- **Tools & Frameworks:** Google Workspace (Docs, Sheets, Slides), Webflow, Postman, Figma, Agile/Scrum Collaboration, Jira/Trello.
- **Soft Skills & Communication:** Client Communication, Stakeholder Engagement, Structured Problem Solving, Adaptability in Ambiguity, Cross Functional Team Collaboration.

PROFESSIONAL EXPERIENCE

Full Stack Engineer, PT Cetta Trans Digital | Full Time

December 2024 – July 2026

- **Requirement Gathering & Scope Definition:** Conducted requirement discovery sessions with clients to translate business pain points into technical scopes, functional requirements, and project delivery roadmaps.
- **Pre-Sales & Stakeholder Alignment:** Supported IT pre-sales engagements by evaluating project feasibility, bridging communication gaps between business clients, marketing teams, and internal engineering resources.
- **Solution Design & Workflow Optimization:** Designed and rebuilt client and internal web platforms (including CMS/Webflow architectures), improving content flow, visual hierarchy, and end user navigation aligned with client business goals.
- **Product Testing & Validation:** Contributed as a key frontend developer for internal product testing initiatives, ensuring UI feature readiness, validating functional user flows, and conducting pre-launch quality checks.
- **IoT & Data Dashboard Implementation:** Coordinated end to end deployment and data streaming configurations for Air Quality Monitoring Systems (AQMS), ensuring reliable sensor data presentation and field display troubleshooting.

Freelance Manager, Al-Birr Klambi | Freelance

December 2019 – December 2024

- **Process Mapping & Operational Problem Solving:** Managed end to end production operations, mapping current state workflows to identify bottlenecks, reduce cycle times, and improve operational output.
- **Vendor & Stakeholder Engagement:** Negotiated and maintained relationships with external vendors, managing procurement timelines, material quality standards, and service level agreements.
- **Financial & Data Monitoring:** Prepared financial and expense reports to track operational performance, using data driven insights to support business decision making.
- **Cross Functional Management:** Oversaw daily operations across sales, finance, vendor management, and customer relations, building structured discipline and stakeholder management skills.

PROJECT HIGHLIGHTS

Air Quality Monitoring System (AQMS) | Full Stack Engineer

- **Codebase Maintenance & Refactoring:** Maintained and refactored existing software codebases to enhance overall system stability, performance, and data processing efficiency.
- **System & Deployment Configuration:** Configured end to end software environments to support continuous realtime sensor data streaming and field display configurations.
- **Cross Team Incident Management:** Collaborated with hardware engineers and field operations to troubleshoot data anomalies and resolve field level technical incidents promptly.

Booking Online by Email - Tour & Travel | Frontend Architecture & Solution Flow

- Engineered a client side booking system solution, mapping the user journey to automatically pre-fill order details into email clients for seamless one click submission.
- Defined UI components and responsive layout logic tailored to client functional specifications.

EDUCATION & PROFESSIONAL TRAINING

Bachelor of Management | Universitas Islam Indonesia

GPA: 3.36/4.00

Focus: Business Strategy, Operations Management, Business Process Analysis.

Full Stack Web Development Program | Purwadhika

June, 2024 – October, 2024

Score: 85.12/100

Relevant Focus: SDLC, Database Design, System Logic, REST API Architecture, Modern Web Frameworks.

LANGUAGES

Bahasa Indonesia : Native

English : Intermediate

CERTIFICATION

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|---|------------------|
| 1. Fullstack Web Development , Issued by Purwadhika | October 22, 2024 |
| 2. Laravel 11, Filament, MySQL: Bikin Website Universitas , Issued by Build With Angga | January 15, 2025 |
| 3. FullStack API, Web, CMS & Docker Multi-Container Architecture , Issued by Build With Angga | March 16, 2025 |
| 4. Laravel 12, Livewire, Xendit: Website Pesan Makanan , Issued by Build With Angga | June 4, 2025 |
| 5. Personality Test , Issued by Big Five Test | July 21, 2026 |