



WISNU ALFIAN NUR ASHAR

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Bekasi, West Java, Indonesia

Full-Stack Software Engineer specializing in React, Next.js, and Laravel, with hands-on experience in building scalable web applications, optimizing performance, and enhancing SEO. Developed B2B platforms and internal dashboards for real-time business monitoring.

Work Experiences

ASHAR GROSIR PARFUM - Bekasi, Indonesia

Dec 2025 - Present

Full Stack Developer

B2B perfume wholesale distributor providing fragrance oils, bottles, and business supplies for resellers across Indonesia.

- Developed a Next.js B2B wholesale platform managing 600+ fragrance products and supporting 50+ active resellers, with integrated analytics and scalable architecture.
- Built and deployed an internal Laravel business dashboard to monitor daily customers, revenue, expenses, and 5+ payment methods, improving operational visibility.
- Optimized database queries, backend architecture, and Cloudflare CDN caching, reducing mobile page load time by 40%, achieving 34% cache efficiency, maintaining 99.9% system uptime, and enhancing search engine and AI-driven platform rankings through targeted SEO strategies.

Syntecxhub - Remote

Mar 2026 - Present

Web Development Intern (Remote)

- Built 3 React applications (Expense Tracker, Weather App, Notes App) using React Hooks and reusable components across 10+ UI modules.
- Integrated 4+ REST APIs and implemented localStorage for client-side data persistence while completing 8+ development tasks in a remote team environment.

LexCorpus Law - Bekasi, Indonesia (Remote)

Jan 2026 - Present

Full Stack Web Developer

- Developed a legal education platform using Next.js, TypeScript, and Supabase supporting 20+ published legal articles and structured research resources through a scalable content management system.
- Implemented authentication and content management features enabling structured legal learning materials and controlled access for platform users.
- Deployed the production platform lexcorpuslaw.com, achieving 95+ Lighthouse SEO score and improving organic search visibility by 25% through server-side rendering (SSR).

Education

President University - Bekasi, Indonesia

Aug 2024

Bachelor of Information Technology, 3.54/4.00

- Developed ThinkTopia education platform containing 50+ learning materials, quizzes, and games for elementary students.
- Led GORAKO sustainability project educating 100+ high school students about waste management.
- Conducted 5 interfaith interviews with religious leaders discussing environmental responsibility.

Organizational Experience

PUMA Informatics – President University - President University, Bekasi, Indonesia

Sep 2024 - Aug 2025

Member – Students Passion & Talents Division

- Organized 3+ technology events for 100+ students, achieving a 95% attendance rate and fostering technical collaboration.
- Assisted in coordinating academic workshops and student activities supporting skill development and knowledge sharing.

PUFA Computer Science – President University - President University, Bekasi, Indonesia

Sep 2025 - Present

Vice – Art and Sport Division

- Led 5+ art and sports activities for 60+ students, resulting in a 40% increase in departmental student engagement.
- Assisted in organizing campus events with 100+ participants.

PC FKMA As'adiyah Jakarta - Jakarta, Indonesia

Oct 2024 - Present

Member – Talent & Interest Division

- Developed the organization's official website to improve digital access and information sharing for 300+ members.
- Participated in community and cultural programs supporting youth engagement and organizational activities.

Skills, Certifications & Achievements

- **Technical Skills:** Frontend: React, Next.js, TypeScript, JavaScript; Backend: Laravel (PHP), REST API Development; Databases: PostgreSQL, MySQL, Supabase.
- **Tools & Deployment:** Git, GitHub, CI/CD, Docker, Cloudflare CDN, HTTPS/TLS, Hugging Face Spaces.
- **Web Analytics & SEO:** Google Analytics (GA4), Google Tag Manager, Technical SEO, Core Web Vitals Optimization, Event Tracking, Conversion Tracking.
- **Cybersecurity:** Vulnerability Testing (Burp Suite, Kali Linux), JWT Authentication, Cloudflare WAF/CDN, Web Security Best Practices.
- **Key Projects:** Ashar Grosir Parfum – B2B platform managing 600+ products and 50+ resellers with AI-assisted inventory system; LexCorpus Law – Legal CMS built with Next.js and Supabase achieving 95+ Lighthouse SEO score; Risk Shield & Human Firewall – cybersecurity awareness and threat mitigation platforms.
- **Certifications:** Software Engineer Certificate and Frontend Developer (React) – HackerRank; AWS Cloud Practitioner Essentials and AWS Technical Essentials – Amazon Web Services; Google Analytics and Google Ads Search Certification – Google; HubSpot Data Integrations Certification; Belajar Dasar Pemrograman Web – Dicoding