


# REZA RIYADHI

Frontend Web Developer

## CONTACT

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 Bandung, Indonesia

 <https://rezariyadhi.dev>

## SKILLS

### Frontend

- HTML, CSS
- modern responsive layouts
- React, Next.js
- JavaScript (ES6+)

### Web & Performance

- SEO-friendly frontend structure
- Performance optimization (Core Web Vitals, Lighthouse)

### CMS & Platforms

- WordPress (custom themes, optimization)
- Shopify theme customization

### Workflow & Collaboration

- Product brainstorming & MVP planning
- Translating ideas into shippable features
- Cross-browser & multi-device testing
- Remote collaboration with cross-functional teams

## PROFILE

Senior frontend developer with 10+ years of experience building and shipping web products, from early ideas to scalable, production-ready platforms. I've worked closely with founders, designers, and business teams — not just writing code, but helping shape products, build teams, and turn rough ideas into working MVPs. My main stack revolves around React, Next.js, and WordPress, with hands-on experience across Shopify and interactive 3D web projects.

## WORK EXPERIENCE

VENUERIFIC - SINGAPORE

### Senior Frontend Developer

Oct 2020 - Nov 2024

- Built the frontend team from the ground up, defining workflows and coding standards
- Started as an individual contributor before helping scale the tech team
- Participated in product discussions, internal hackathons, and startup-style pitching
- Collaborated closely with product, marketing, and sales teams on user-facing features
- Built and maintained WordPress-based marketing and content platforms
- Customized Shopify themes for campaign and sales pages
- Developed interactive 3D web experiences using Next.js
- Improved website performance and SEO through frontend optimization

**Stack:** React, Next.js, WordPress, Shopify, HTML, CSS, JavaScript

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## WORK EXPERIENCE

EMVEEP (KIRANATAMA) - INDONESIA

### Frontend Web Developer

Apr 2016 – Oct 2020

- Worked closely with clients planning early-stage startups to explore and refine product ideas
- Participated in product brainstorming sessions, defining core features and user flows
- Collaborated with the team to break down ideas into technical scope and development milestones
- Built and shipped MVPs from scratch, from initial layout to production release
- Developed and maintained WordPress-based websites and web applications
- Implemented client-side features using Angular or React JS
- Ensured responsive layouts and consistent behavior across browsers and devices

**Stack:** Angular, React JS, WordPress, HTML, CSS, JavaScript

FREELANCE

### Web UI Developer

Mar 2015 – Apr 2016

- Designed wireframes and UI layouts based on client requirements
- Translated designs into clean, responsive HTML/CSS
- Built and maintained WordPress websites for multiple clients
- Tested layouts across browsers and devices to ensure consistency

**Stack:** HTML, CSS, WordPress

## FOUNDER / PRODUCT BUILDER

INDEPENDENT PROJECTS

Nov 2024 – Present

- Founded and led early-stage product initiatives, owning product direction and execution
- Defined initial product vision, user flows, and system design
- Built and coordinated small cross-functional teams

Selected Projects:

- **AI Application for Children** — AI-based product, currently in progress
- **Clinic Management App** — clinic operations and medical records (concept & prototype)
- **Satumenu** — QR-based ordering app for cafes and restaurants (QR / NFC ordering)

*Some projects are paused or in progress due to resource constraints.*