

Luthfi Hadi

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Computer Science graduate from BINUS University who owns products end to end, from talking to users to shipping and deploying. Experience spans a funded Web3 startup as CTO, 11+ international client projects, and leading content and community teams, combining engineering with product and design thinking.

EDUCATION

Bachelor of Computer Science, Bina Nusantara University 2022 – 2026

- Graduated in 3.5 years through BINUS Fast-Track program with a GPA of 3.42 / 4.00.
- Coursework in Agile Development, Human Computer Interaction, and Pattern Software Design.

High School Diploma, Ibnu Hajar Boarding School (Science) 2018 – 2021

- Obtained eligible quota for SNMPTN.
- Head of Entrepreneurship Division at OSIS 2020.

WORKING EXPERIENCES

Chief Technology Officer, Lummy Ticket Apr/2025 – Present

- Led end-to-end product development of an NFT-based ticketing platform; managed a 4-person team while defining roadmap and feature priorities.
- Learned blockchain and smart-contract development from scratch to lead the platform's technical direction as CTO.
- Completed the Lisk Spark Incubator (Indonesia's 1st government-backed Web3 program), securing USD 4,600 in grant funding.

Freelance Product Developer & Consultant Mar/2025 – Present

- Product Manager and sole developer delivering 6 business-automation sites and 5 company profiles across Singapore, Malaysia, and Australia, for Fixinguru, Sejuk, Lyqra, MM Builder & Solutions, MadeMe, and Fir & Co.
- Led product discovery and feature design, translating business processes into product requirements.
- Owned the full project lifecycle independently, from requirements to deployment.

Full Stack Developer, PT Zegen Solusi Mandiri Feb/2025 – Feb/2026

- Built a Learning Management System (LMS) for Universitas Universal (UVERS) with a cross-functional team, using React, Golang, and Chakra UI.
- Used the LMS as the foundation for my undergraduate thesis, bridging hands-on development with academic research.

SEO Backlinking Specialist, PT Laskar Digital Indonesia Sep/2021 – Dec/2021

- Contributed to ranking 40+ websites/articles on Google's first page for targeted keywords through coordinated SEO team efforts.
- Published 174 SEO-optimized articles and curated 150 high-authority social bookmarking websites.
- Utilized analytics tools (WordPress, SEOquake, Google Analytics, Search Console) to track performance and optimize results.

ORGANIZATIONAL EXPERIENCES

FILE/Filemagz Manager, Bina Nusantara Computer Club (BNCC) Jan/2024 – Jan/2025

- Led a team of 6 members, managing content strategy through monthly sprints resulting in +2,600 follower growth across @filemagz & @filetechno.
- Mentored 32 activists in content creation & video editing, improving overall content quality.
- Managed content pipeline achieving record-breaking engagement: 18,000 likes on top reel, 280,000 views, and 170,000 views on TikTok.
- Established 10+ partnerships with organizations including Apple Developer Academy, CTI Group, LINE Indonesia, CakeResume, Indoindians, ToffeDev, and DevOpsDays Jakarta.

Publication Coordinator, TechnoScape 2024

Feb/2024 – Dec/2024

- Led a team of 8, managing 45+ publications for @technoscapebncc Instagram account.

Activist, Bina Nusantara Computer Club (BNCC)

Nov/2022 – Dec/2023

- Sponsorship Committee (BNCC Opening Season): Managed sponsors and documentation.
- Publication Vice Coordinator (BNCC CSR 2023): Edited promotional reels.

Head of Social Media, MarshaOshi

Dec/2020 – Jan/2023

- Led the social media team across platforms including Twitter/X, Instagram, TikTok, and Showroom Live.
- Increased Twitter/X followers from 700 to 7K, Instagram from 0 to 1.8K, and TikTok from 0 to 1.6K.
- Achieved an average of 527,000 tweet impressions per month during the last 5 months of my tenure.

PROJECTS

Lummy Ticket ([View Live](#) / [Documentation](#))

- NFT-based decentralized ticketing platform built on Lisk blockchain with anti-scalping features.

Fixinguru CRM & Chatbot ([Client Website](#) / [Google Reviews](#))

- WhatsApp chatbot and admin CRM for a Singapore handyman service. Live with SGD 22,000+ in invoices processed and streamlined appointment scheduling.

Spellhand ([View Live](#) / [Documentation](#))

- Mobile-first ASL (American Sign Language) fingerspelling trainer that uses live hand tracking to teach the alphabet on any device.

AWARDS

- **Top 5 Winner & Social Media Challenge Winner**, Lisk Builders Challenge: Round One, Lisk & BlockDevId (May 2025).

SKILLS

Language:

- Indonesian (Native or bilingual proficiency)
- English (Professional working proficiency)

Soft Skills:

- Team Leadership, Project Management, Problem-Solving, Cross-functional Collaboration

Hard Skills:

- Frontend: HTML, CSS, JavaScript, TypeScript, React, Vite, Next.js, Astro.js, Chakra UI, Tailwind CSS
- Backend: Golang (Echo, GORM), Express.js, ASP.NET, C#, Laravel, PHP
- Database: Supabase, MySQL, PostgreSQL
- Blockchain: Solidity, Foundry, Rust
- Other: C, Java, Python, WordPress, Twilio

Tool & Software:

- Google Workspace, Microsoft 365, Figma, Canva, ClickUp, Adobe Premiere Pro, Capcut
- Visual Studio Code, Visual Studio, Dev C++, Eclipse IDE, Remix IDE

Certification:

- Branding & Business Communication, Apple Developer Institute for Professionals (2026)
- ICP Hackathon 12 Participant, CodeFest Indonesia (2025)
- Learning Front-End Web Development for Beginners, Dicoding Indonesia (2024)
- 3-Day Intermediate SEO Masterclass, DailySEO ID (2024)
- Leadership: First Time Manager, Mekari University Course (2024)
- Introduction to Project Management Using Agile Methodology, BINUS University (2024)
- Project Management with Scrum, BINUS University (2024)
- LnT UI/UX Design Class, BNCC Learning and Training (2024)
- C-Level ENGLISH FOR ADVANCED ENGLISH, Beelinguapp (2023)