

Front-end Engineer - Portfolio.

by Fadhilah Dwi Ananda

About

Fadhilah Dwi Ananda - Front-end Engineer
Specialized in development website & apps
Portfolio Works 2021-2025

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About Me



Fadhilah Dwi Ananda

Front-end Engineer

Welcome to my Portfolio!

I'm a Software Engineer on the frontend side, passionate about crafting modern web applications and mobile apps. My focus is on delivering intuitive dashboards, smooth user experiences, and scalable, reusable components.

I began my journey in tech around 2020, working on diverse projects ranging from SaaS dashboards, CMS platforms, to white-label applications for startups. Along the way, I've built expertise with SvelteKit, React (Next.js, React Native), Laravel Blade, and WordPress, while constantly sharpening my skills in UI/UX consistency, performance optimization, and system design.

Now, I'm exploring how to grow beyond just coding—aiming towards leadership and long-term impact in product development. My goal is not only to deliver functional code, but also to craft user experiences that feel seamless and reliable.

When I'm not coding, I enjoy working on side projects and experimenting with new technologies to sharpen my problem-solving skills. You can see more of my work on my website or check out my projects on GitHub.

CMS for Sosialoka

[For More Details ↗](#)

PROBLEM

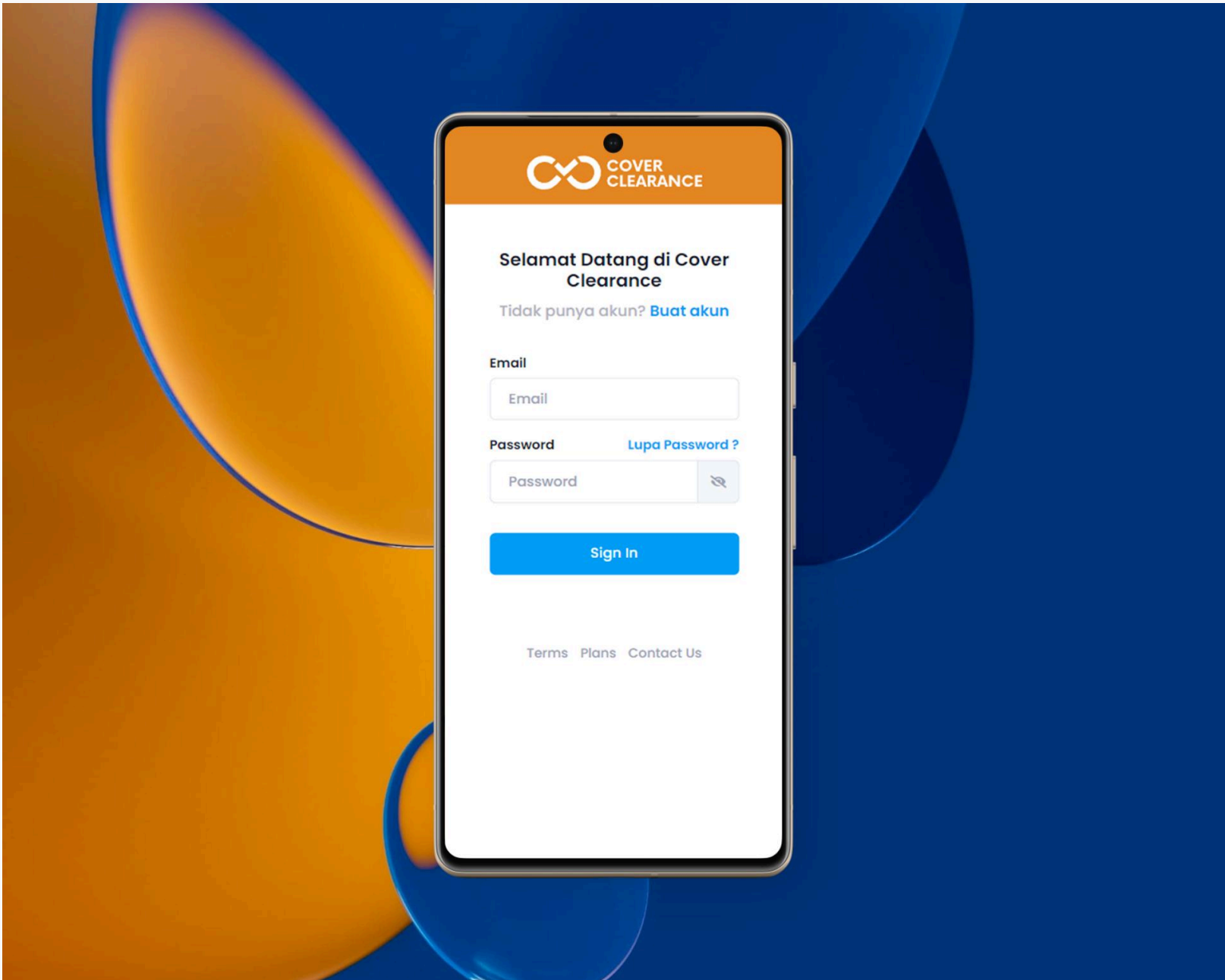
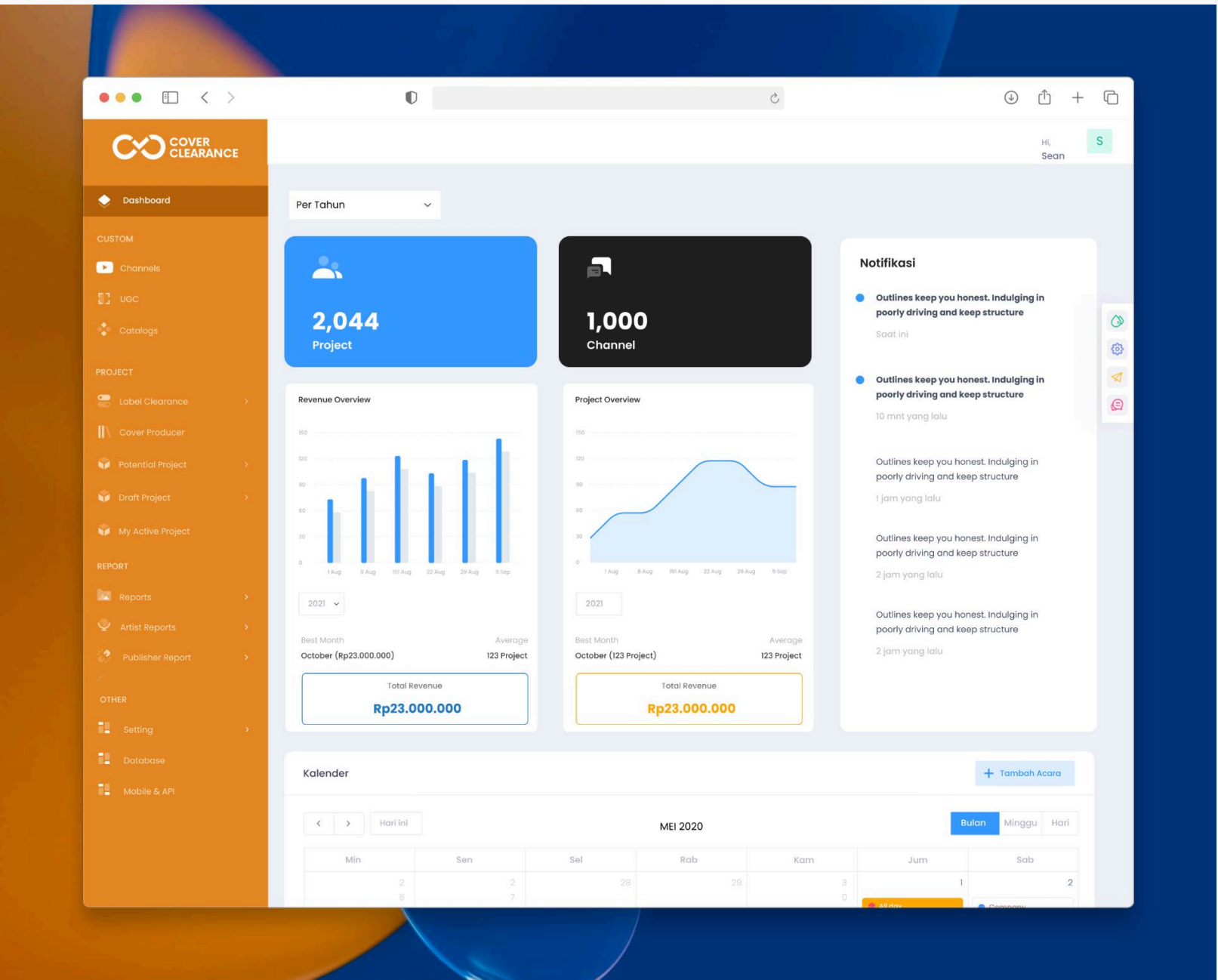
Sosialoka was developed to provide a centralized platform for music cover producers, labels, and publishers to manage content and comply with Indonesian legal regulations. The key challenges were ensuring smooth cross-platform support, handling distribution to DSPs and YouTube, and maintaining effective communication and performance tracking within the ecosystem.

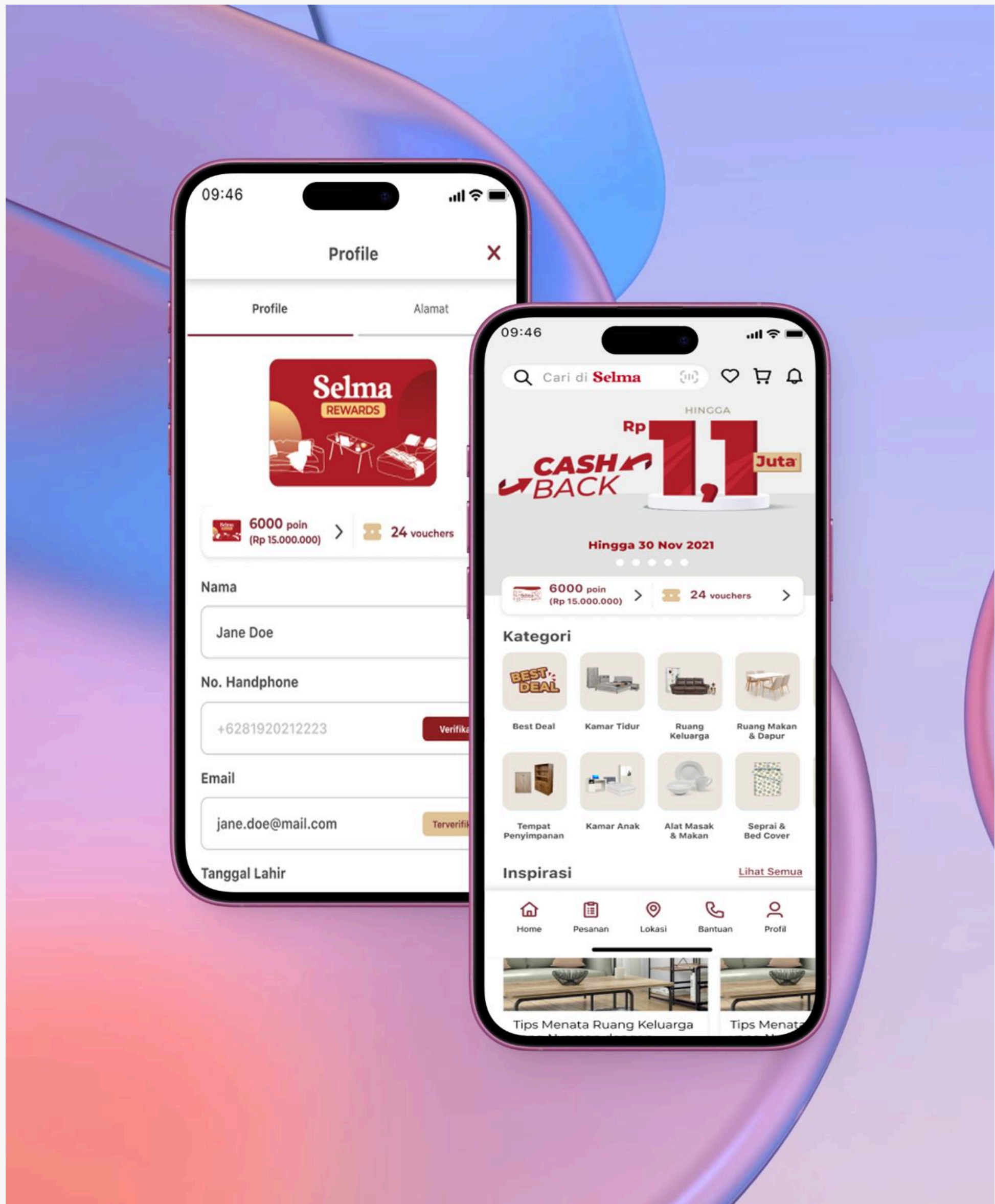
ROLE AND RESPONSIBILITIES

My role was to build both the web and mobile applications using React and Capacitor (Ionic) for cross-platform deployment. I implemented state management with Redux and Context API, integrated Firebase Cloud Messaging for real-time communication, and added Crashlytics to monitor and improve app stability and performance.

SOLUTION

To address these needs, I designed and developed a responsive CMS that streamlined music management, distribution, and collaboration between producers, labels, and publishers. By leveraging modern tools like React, Ionic, Firebase, and efficient state management, Sosialoka delivered a reliable, scalable platform that improved operations while ensuring compliance with industry standards.





React Native

Redux

Algolia

E-Commerce App for Selma

[For More Details](#) ➤

PROBLEM

The project required transforming the existing Informa e-commerce application into a new platform called Selma, tailored specifically for selling furniture and household items. The challenge was to adapt the existing codebase while ensuring a fresh brand identity, smooth functionality, and a user-friendly shopping experience.

ROLE AND RESPONSIBILITIES

My role focused on frontend development using React Native. I customized the user interface from the Informa base code, integrated e-commerce features like product catalogs, shopping carts, and payment systems, and ensured responsive design across devices. Additionally, I managed testing for stability and handled the deployment process to both the Google Play Store and Apple App Store.

SOLUTION

To address these issues, I refactored the necessary parts of the codebase and built custom components that aligned with Selma's brand and functional needs. For payments, I followed industry best practices and ensured compliance with security standards, resulting in a secure, reliable, and user-friendly checkout process.

PROBLEM

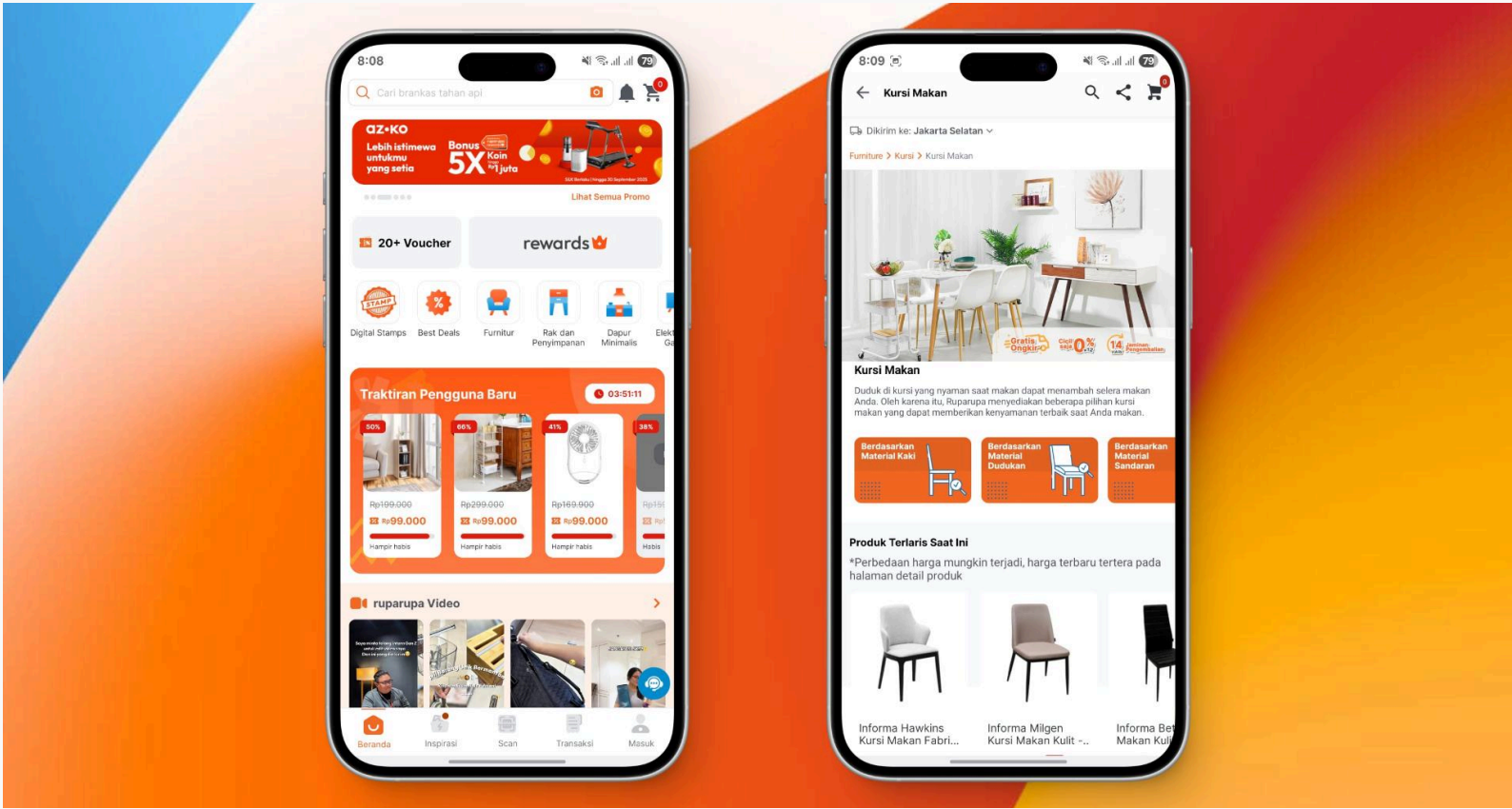
Ruparupa needed to improve its search functionality across both its website and mobile applications. The existing system lacked speed, accuracy, and proper optimization for SEO, which negatively affected user experience and product discoverability.

ROLE AND RESPONSIBILITIES

My main role was to integrate Algolia Search into both platforms. On the website (Next.js), I implemented Algolia’s React InstantSearch with server-side rendering to enhance performance and SEO. On the mobile app (React Native), I utilized React InstantSearch Hooks and built custom UI components to ensure fast, responsive, and consistent search experiences aligned with the app’s design.

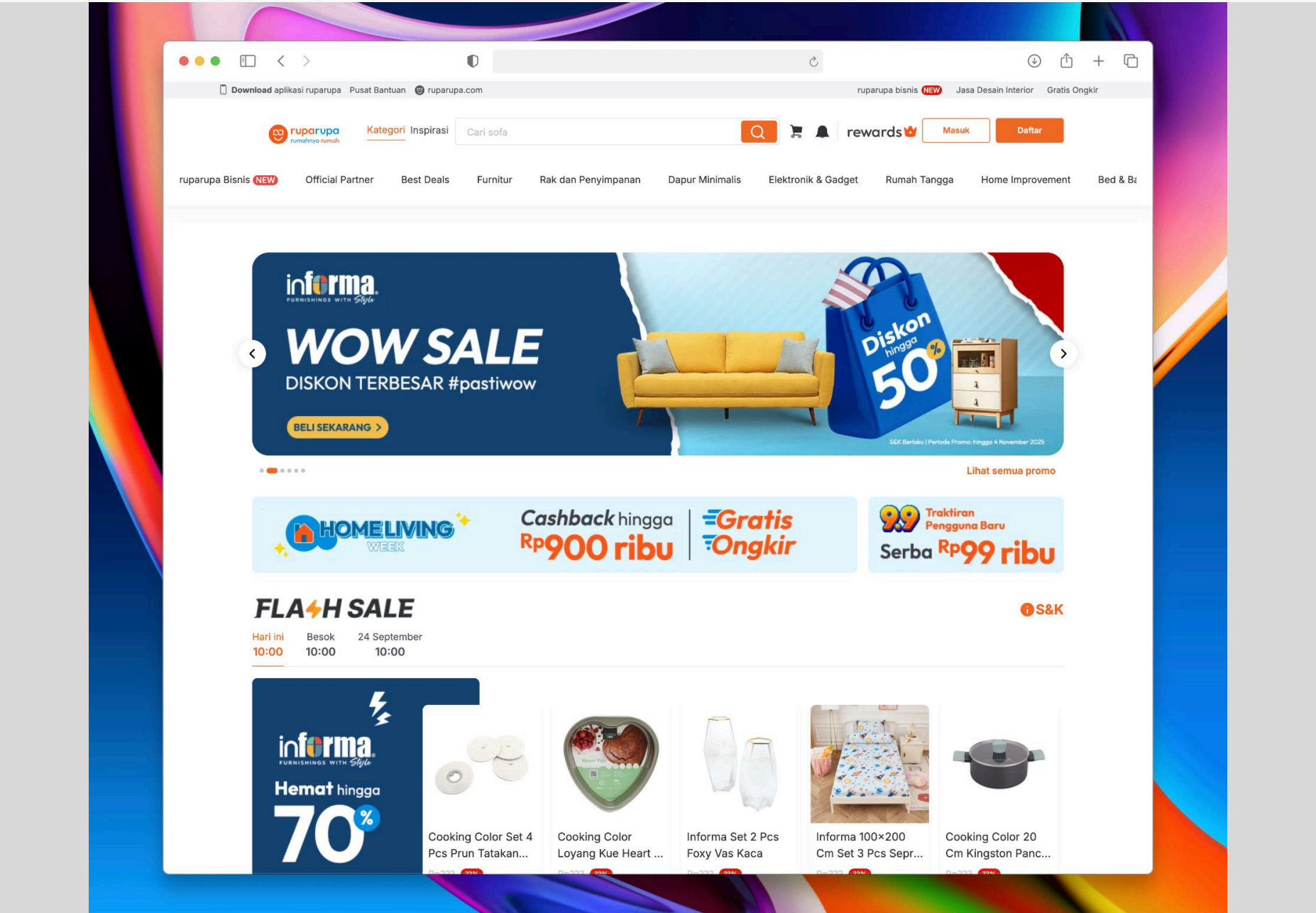
SOLUTION

To overcome integration challenges, I followed Algolia’s server-side rendering best practices for Next.js and customized React InstantSearch Hooks for React Native compatibility. These solutions delivered a seamless, high-performing search feature that improved product discovery, enhanced user satisfaction, and contributed to higher conversion rates.



E-Commerce for Ruparupa

[For More Details](#)



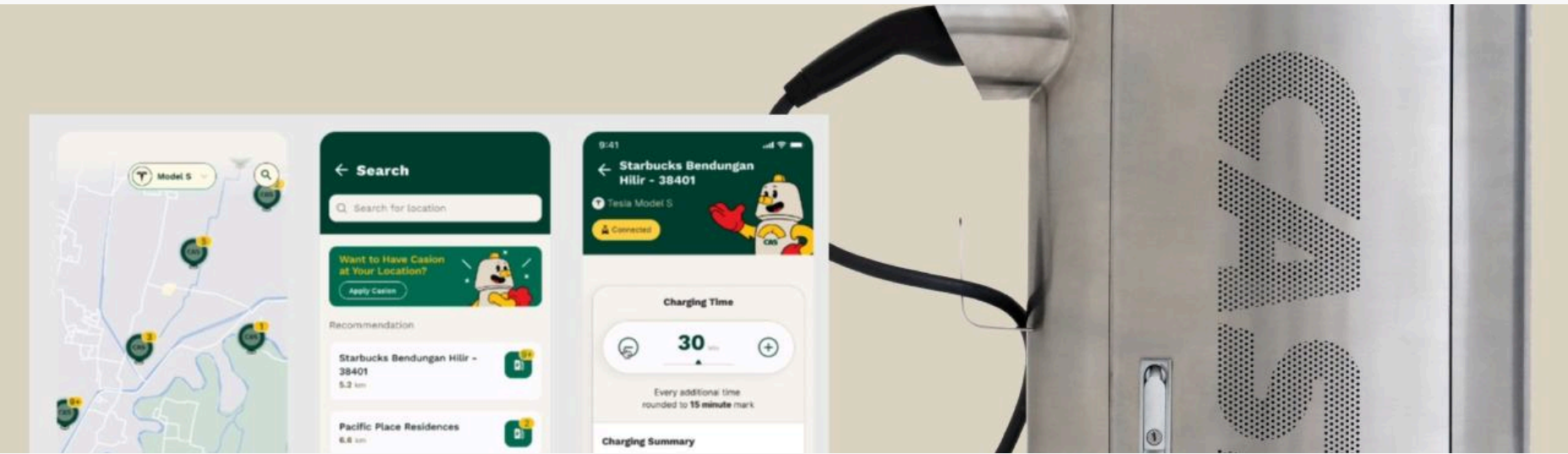
React Native

Redux

Algolia

Next.js

Charging EV App for Cas-ion



[For More Details ↗](#)

PROBLEM

Cas-Ion aimed to support electric vehicle users in Indonesia by providing access to charging stations, navigation, and secure payments. The main challenges were integrating map services for station locations, enabling seamless Midtrans payment options without an official SDK for React Native, and ensuring performance across different devices and screen sizes.

ROLE AND RESPONSIBILITIES

My role was to develop the mobile application using React Native with TypeScript, ensuring it worked smoothly on both iOS and Android. I designed a user-friendly interface, integrated core features such as station locator, navigation, charging monitoring, and handled secure payment flows via Midtrans. I also optimized performance, managed state with Context API and React Query, and ensured responsive design across devices.

SOLUTION

To address technical challenges, I implemented map features with react-native-maps, integrated Midtrans payments using WebView for credit cards and backend APIs for other methods, and applied performance optimizations like lazy loading. Through secure API handling and responsive UI design, the app delivered reliable navigation, safe transactions, and a smooth charging experience for EV users.



E-Commerce for SriCandy

[For More Details ↗](#)

PROBLEM

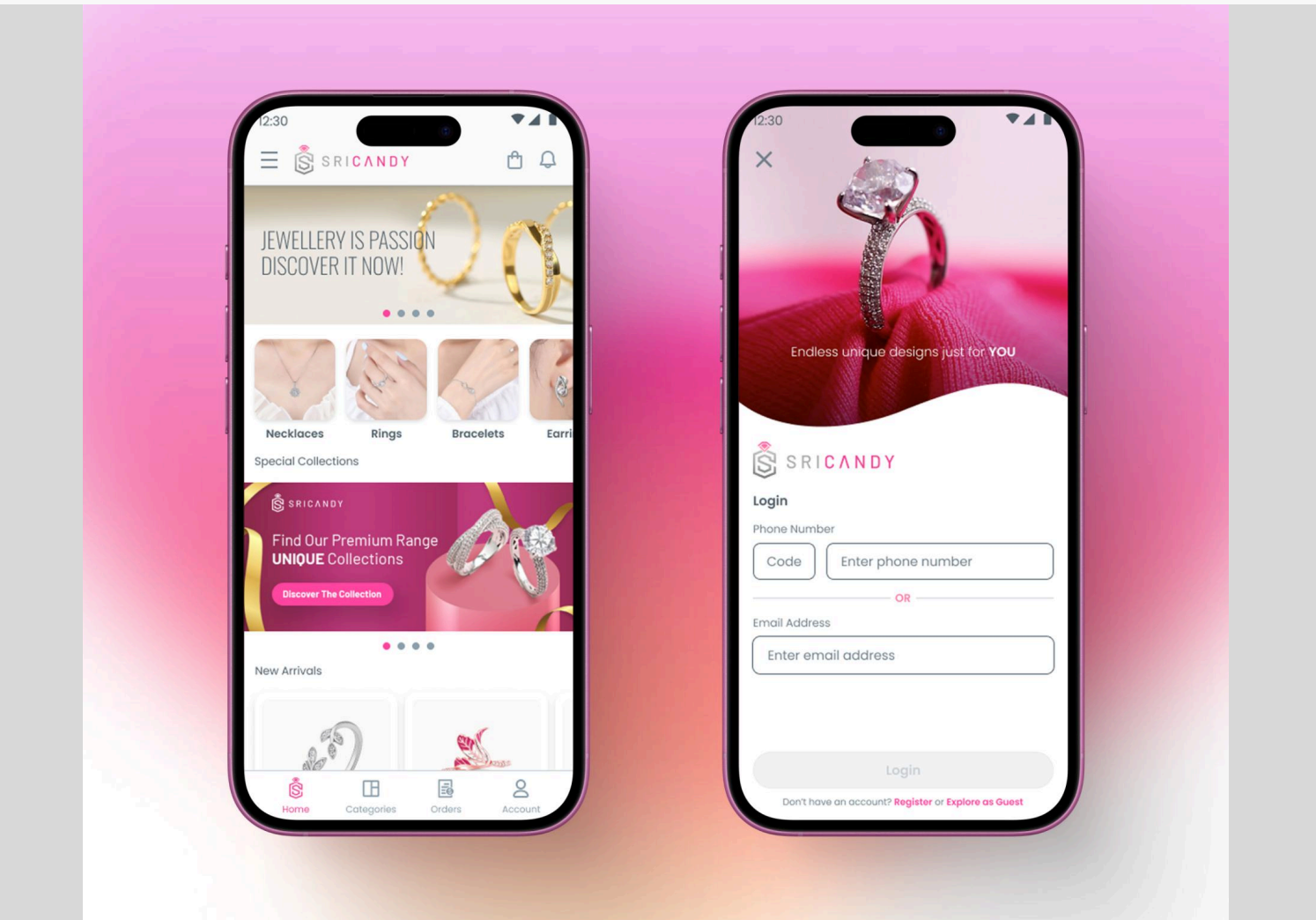
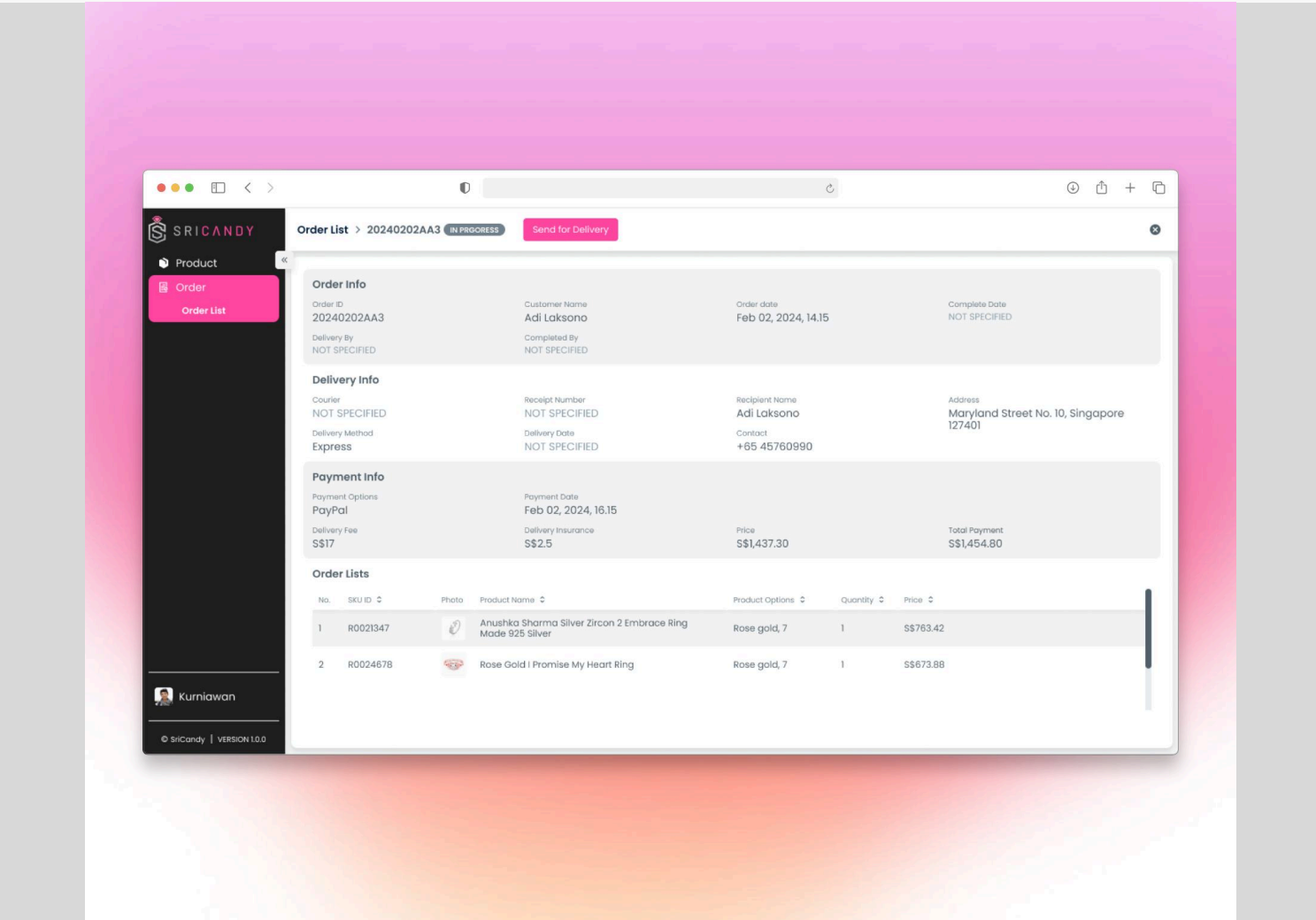
SriCandy needed to build a modern e-commerce ecosystem consisting of a customer-facing mobile app and an admin dashboard. The main challenges were ensuring smooth performance across devices, handling high-resolution jewelry images, providing secure payments, and enabling efficient product and order management for administrators.

ROLE AND RESPONSIBILITIES

My role was to develop the mobile application with React Native and TypeScript, and the admin dashboard with Next.js and TypeScript. I implemented user-friendly navigation, dynamic product displays with high-quality images, secure PayPal integration for payments, and efficient state management using Context API and React Query. I also ensured responsive design and smooth synchronization between client and server.

SOLUTION

I optimized performance through responsive design, image optimization, and lazy loading to handle high-resolution jewelry images. For security, I integrated PayPal API to ensure safe transactions. On the admin side, I built the dashboard with Next.js to leverage server-side rendering for performance and scalability, enabling efficient management of products, orders, and customer interactions.



PROBLEM

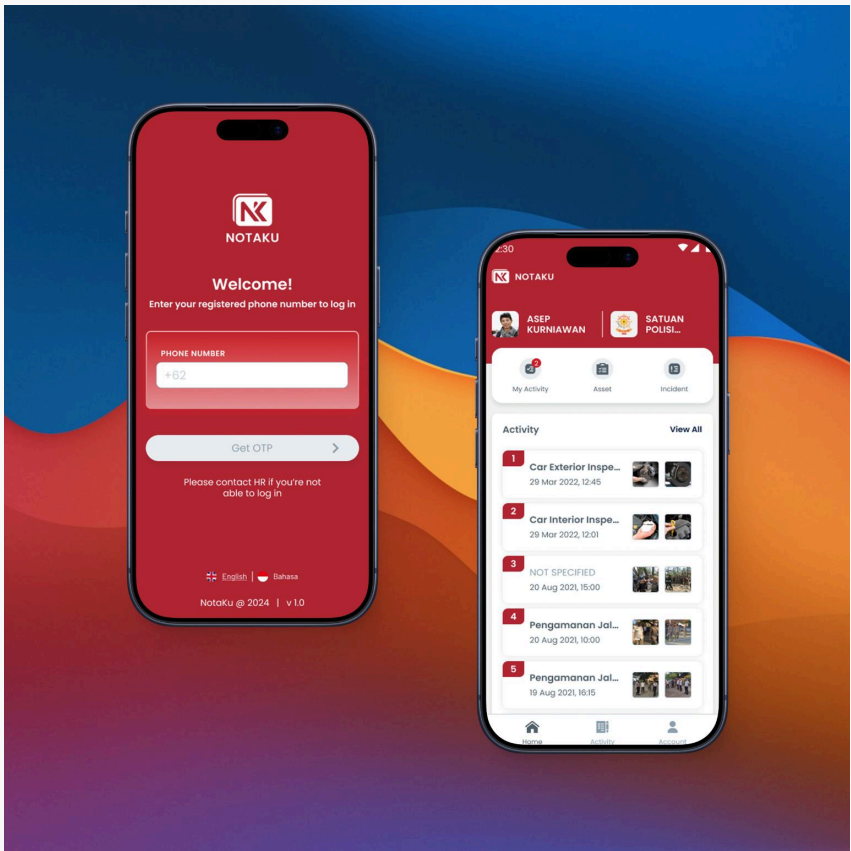
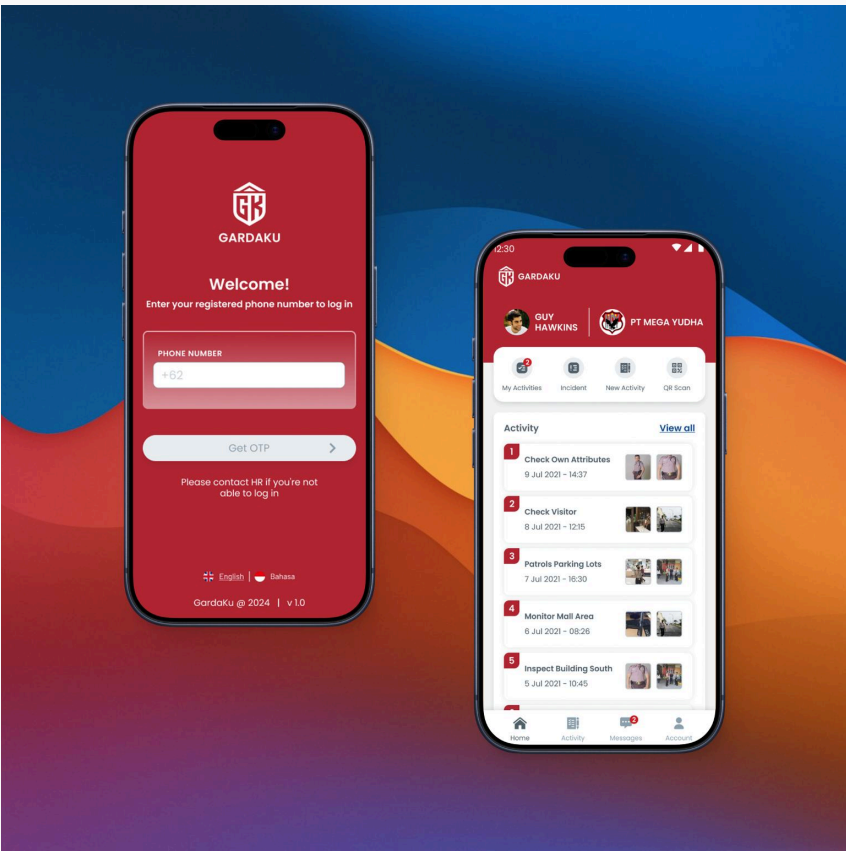
GajiCermat needed a flexible workforce management solution that could be used internally while also functioning as a white-label product for different clients. The challenge was to create scalable applications that could easily adapt to various branding and configuration requirements while maintaining consistency and performance.

ROLE AND RESPONSIBILITIES

My role was to develop and maintain multiple mobile applications using React Native, tailoring each to meet specific client needs. I also built a centralized CMS in Next.js for managing content and users, and improved cross-app development efficiency by managing shared boilerplate projects and enhancing component reusability with Storybook.

SOLUTION

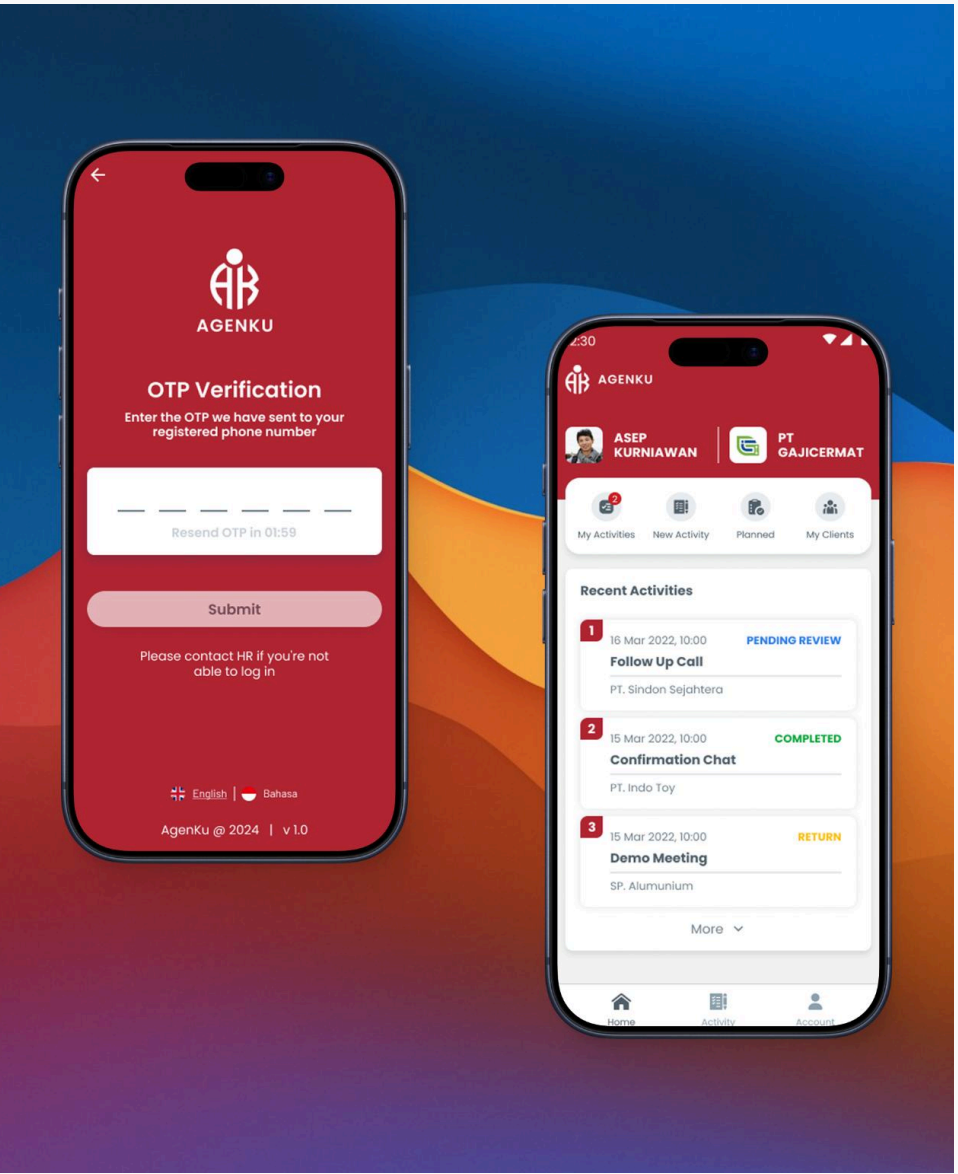
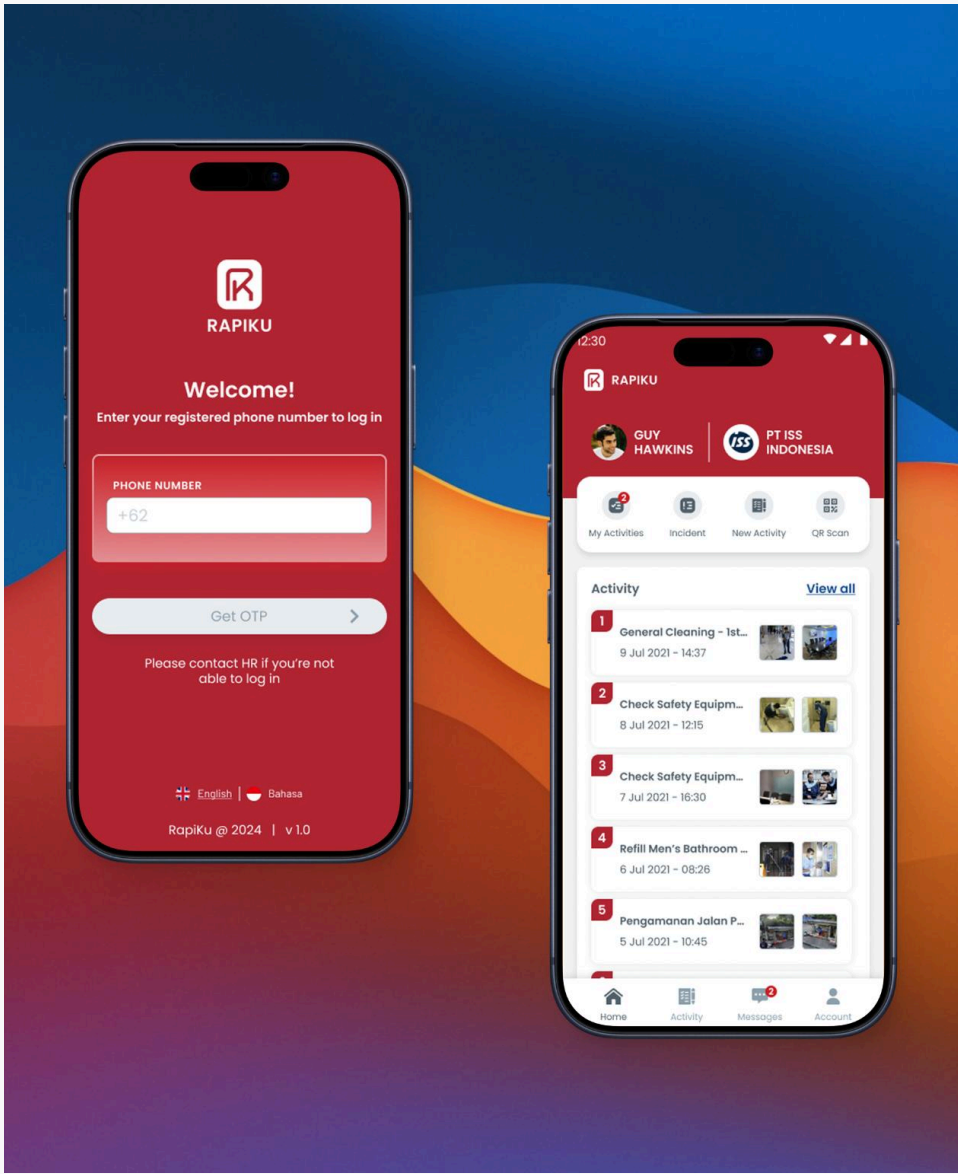
I designed a modular architecture that allowed quick customization through configuration, reducing development time for new white-label apps. By leveraging reusable components, centralized CMS, and streamlined workflows, the applications delivered scalable workforce management solutions while ensuring consistency across brands.



White Label App for Agenku, Notaku, Gardaku, Rapiku

[Play Store](#) ↗

[App Store](#) ↗



Company Profile for Codex Communication

[For More Details](#) ↗

PROBLEM

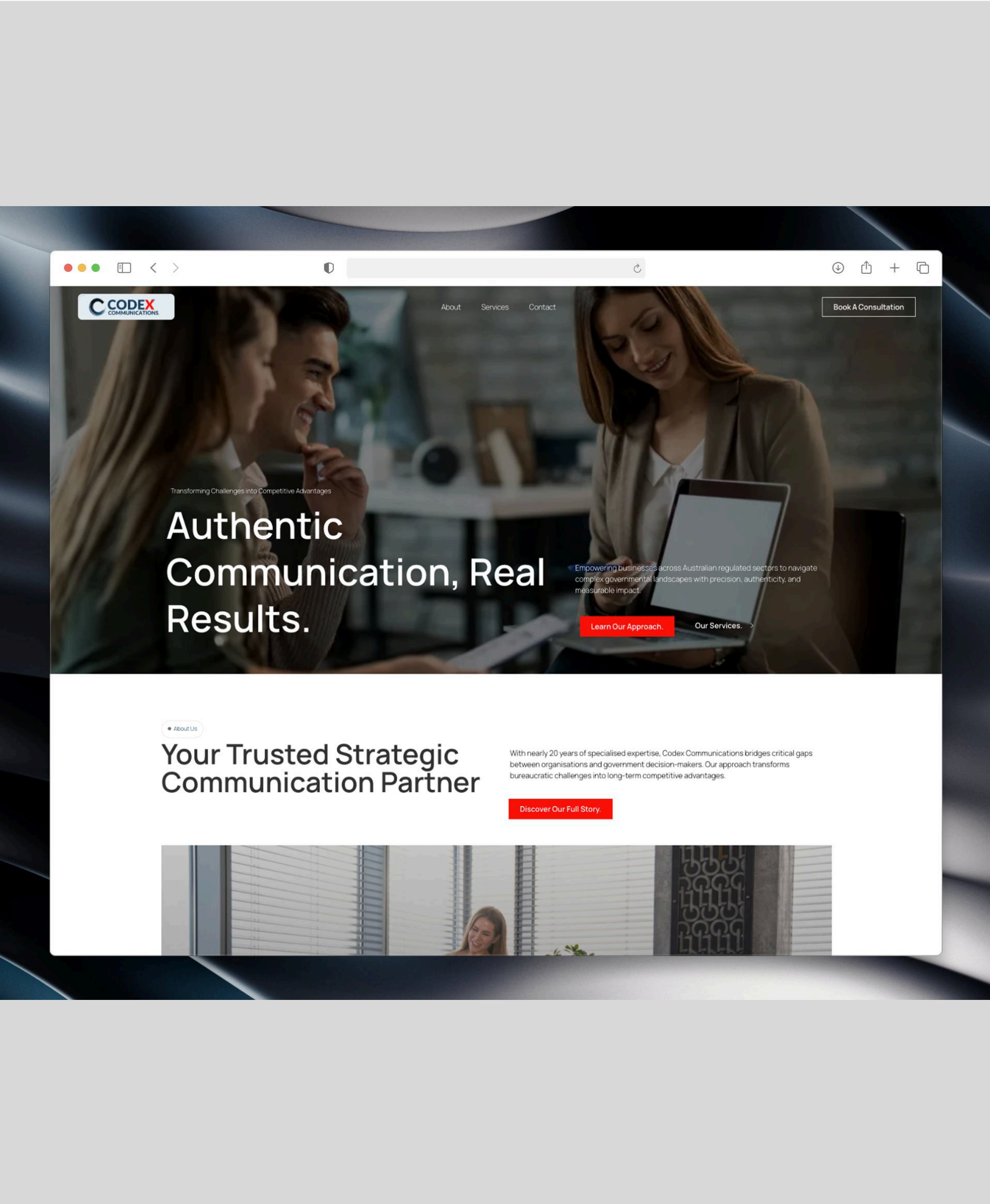
Codex Communications needed a professional website to present their consulting services clearly and effectively. The challenge was to communicate complex information in a simple, engaging way while ensuring the site performed well, remained responsive across devices, and supported SEO optimization.

ROLE AND RESPONSIBILITIES

My role was to develop and customize a WordPress theme that reflected Codex Communications’ brand identity. Using Elementor Pro, I built responsive layouts without relying on external CSS frameworks, integrated essential plugins such as ACF, Yoast SEO, and Contact Form 7, and optimized the site to deliver consistent performance across browsers and devices.

SOLUTION

To address these challenges, I structured content with clear headings and bullet points for better readability, used Elementor Pro’s responsive editing to maintain a seamless design across all devices, and optimized performance through image compression, caching, and script minimization. These solutions improved user experience, boosted SEO, and reduced bounce rates.



Online Tutoring Services for Bimbleducation

[For More Details](#) ↗

PROBLEM

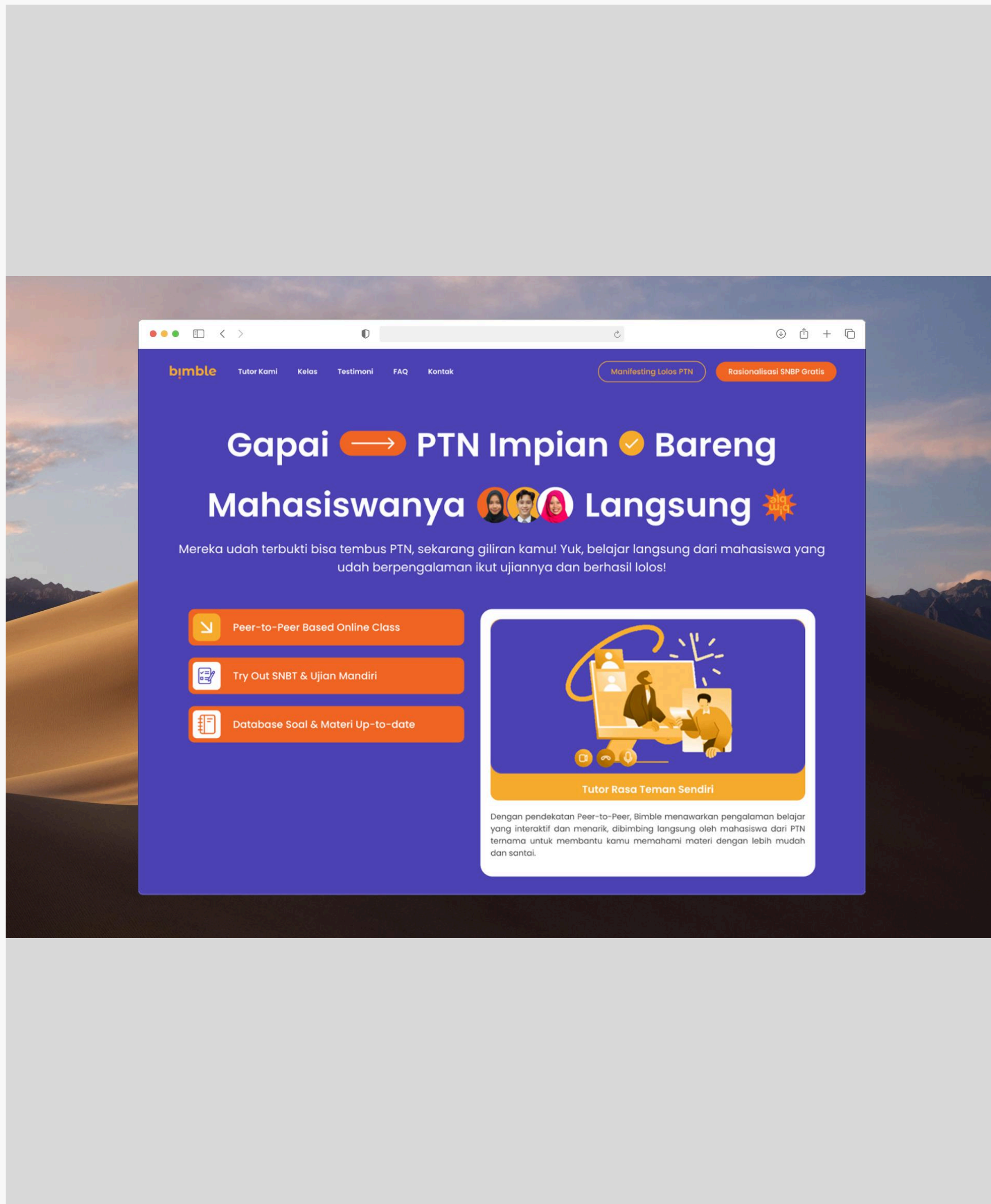
Bimbel Education required an online platform that not only showcased its courses and tutoring services but also delivered a smooth user experience. The main challenges included managing a complex menu system, ensuring responsive design across devices, and optimizing site performance for fast load times.

ROLE AND RESPONSIBILITIES

My role was to develop and customize the WordPress theme to align with Bimbel Education's brand identity, design responsive layouts using Elementor Pro, and implement Laravel Inertia.js to streamline and manage the website's menu system. I also integrated plugins such as ACF and Contact Form 7, while ensuring cross-browser compatibility and consistent performance across devices.

SOLUTION

I simplified navigation by implementing Laravel Inertia.js for efficient menu management, used Elementor Pro's responsive editing to maintain consistency across devices, and optimized performance through image compression, caching, and script minimization. These efforts improved usability, reduced bounce rates, and delivered a seamless learning experience for students.



Company Profile for Blacklemon

[For More Details](#) ↗

PROBLEM

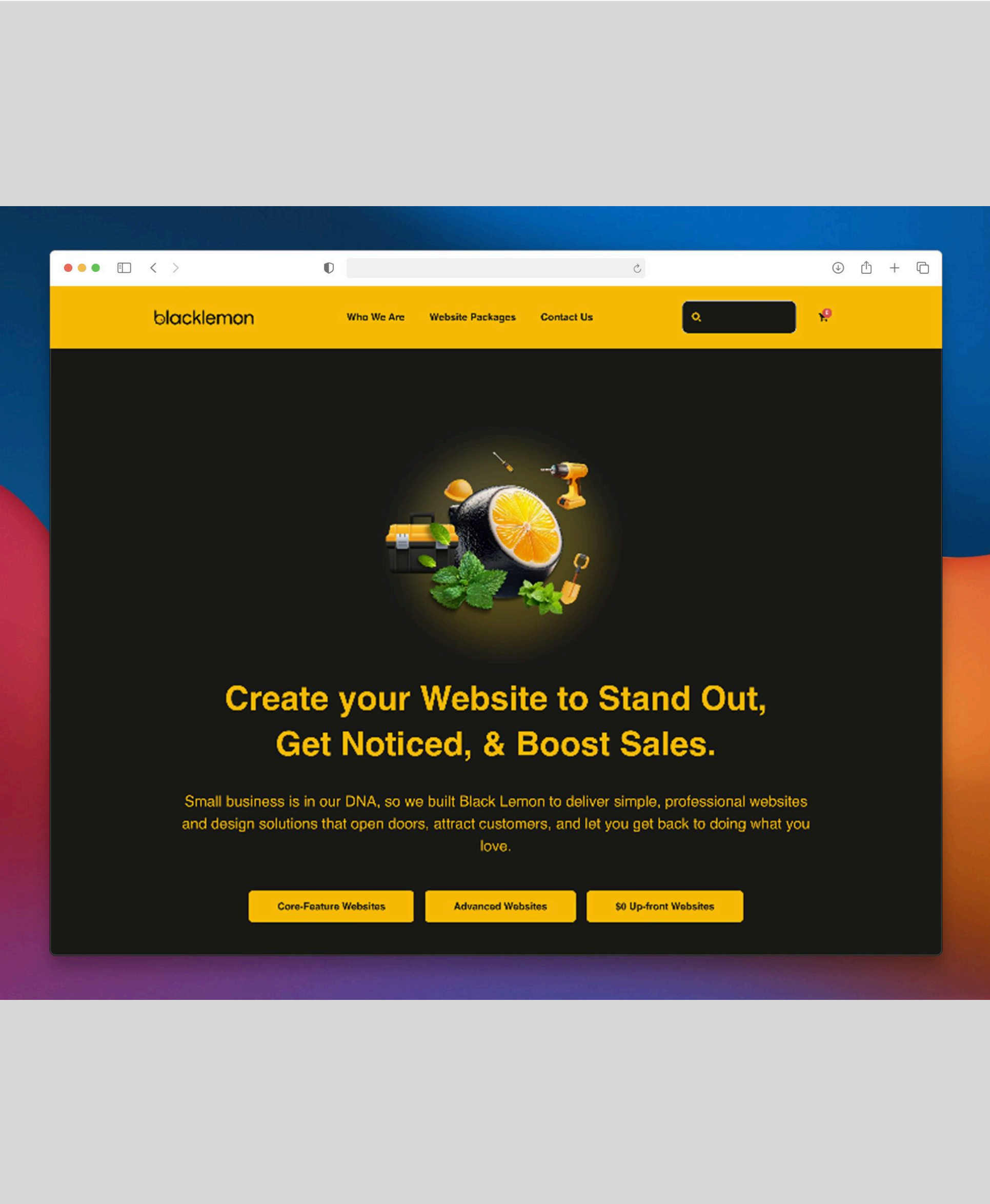
Black Lemon needed to position itself as a web design service that could bridge the gap for small businesses and tradespeople in Australia who required professional websites but were often deterred by the high costs of agency services. The challenge was to communicate affordability while still emphasizing quality, SEO, and mobile responsiveness.

ROLE AND RESPONSIBILITIES

My role was to design and structure a landing page that highlighted Black Lemon’s value proposition. I focused on presenting their key features—affordable web design, SEO optimization, and mobile-friendly layouts—in a clear, engaging, and persuasive way tailored to the needs of small businesses and tradies.

SOLUTION

I crafted a landing page that balanced simplicity with impact by using concise messaging, clear value-driven sections, and an accessible design. The page effectively showcased Black Lemon’s unique differentiator: delivering professional, optimized websites at an affordable price point, ultimately enhancing visibility and sales opportunities for their clients.



E-Commerce for Hair & Beyond

[For More Details](#) ↗

PROBLEM

Hair & Beyond, a haircare and beauty brand, needed a professional e-commerce website to reach a wider audience. The main challenge was to create a platform that is user-friendly, showcases products effectively, and supports secure and seamless online transactions.

ROLE AND RESPONSIBILITIES

I developed the Hair & Beyond website using WordPress with WooCommerce as the e-commerce system. Using Elementor, I designed a modern and responsive layout, organized product catalogs, and implemented key features such as order management, payment integration, and basic SEO optimization to improve search visibility.

SOLUTION

I built the website with a strong focus on user experience—ensuring intuitive navigation, mobile-friendly design, and a simplified checkout process. By leveraging Elementor, WooCommerce, and supporting plugins, Hair & Beyond gained a stable, responsive, and sales-ready e-commerce platform.

