MAD HART.

MADHART.CC
ahmadhartaji@gmail.com
github.com/ahmadhartaji

ARTHA · PRODUCT DESIGNER & PROGRAMMER · INDONESIA



I design digital products, write the code for them, and ride gravel in between.

I take products from research to launch: prototypes tested with real users, then code. Apps I've designed have been downloaded millions of times.

DESIGNING SINCE
2012 (14 years)

PROJECTS SHOWN
13

PLATFORMS
Website, Android and iOS

CLIENTS

EIGER · PERTAMINA NUSANTARA REGAS · PATRAJASA · Telkom Indonesia · Telkomsel · Kementerian Kependudukan dan Pembangunan Keluarga/BKKBN

ABOUT

I'm Ahmad Hartaji, known as Artha.

Since 2012 I've designed interfaces and visual identities for apps and websites in government, telecom, energy and retail. Writing the code myself means nothing is lost between design and build.

I start with people and the trouble they have, then prototype, test and revise until the design is easy to use and good to look at.

I use Claude, ChatGPT and Gemini to move faster, from trying directions to drafting and reviewing. What is right for users and what looks good are still my call, and I check every result before it goes live.

Away from the screen I ride gravel, looking for lesser-traveled paths and the hidden nature along them. I share the rides on YouTube and Instagram.

WHAT I DO

Design

- UI and UX design
- Design systems
- Research
- Wireframes and prototypes
- Graphics, illustration and brand identity

Code

- Front end: Vue, Vite, Tailwind CSS
- Android: Kotlin
- Back end: Node.js, PostgreSQL

How I work

- Interview, design and test prototypes with real users
- Collect feedback and iterate until it works
- Ship it, writing the code myself when needed
- Use AI to move faster, then check every result myself

DESIGN TOOLS

Figma, Affinity

CODE TOOLS

Visual Studio Code, Android Studio, Antigravity

AI TOOLS

Claude, ChatGPT, Gemini

ALL PROJECTS

Paberland	I took over a slow website from the previous developer, got it running smoothly, then built a paid feature with my team. Website	Audit, design and code	2026
Signage TV Eiger	Promotions on the screens of 306 Eiger stores, sent from head office instead of on flash drives. Website	Research, design and front end	2025
Nusantara Regas Pertamina	The public landing page and the CMS dashboard behind it.	Design	2024
Patra Jasa Pertamina	A dashboard for monitoring projects.	Design	2024
PPIH 2024 Hajj organizing committee	A mobile app the Hajj organizing committee (PPIH) uses to register its own members.	Design	2024
Jam Azan TV For mosques	Prayer times and announcements on mosque screens. I designed it from scratch, then helped with the code. Google Play	Design, then code	2022
Zamzam TV	A lighter Jam Azan TV for mosque screens: the same core features, with fewer layouts and settings. Mostly bug fixes on my side. Google Play	Design and code	2022
Quran KEMENAG Ministry of Religious Affairs, Indonesia	The Ministry's official Quran on the web, Android and iOS, with hand signs beside every verse. Website · Android · iOS	Design	2021-2026
Islampedia Quran Belajar	A Quran learning app for Indonesian readers. Android · iOS	Design	2021
SIKASEP BKKBN West Java	An Android app for BKKBN in West Java.	Design	Around 2020
Comic Telkom Indonesia	A gamified coaching app for Telkom Indonesia.	Design	Around 2020
Internet Baik Telkomsel	A website and Android app I designed over four years. Website	Design	2017-2021
Fammi	An online parenting platform. Website	Design	2017-2021

CASE STUDY

Paberland

A website that lagged and froze, brought back to normal speed, then given a paid feature.

YEARS	PLATFORM	ROLE	LINK
2026	Website	Audit, design and code	Website

THE PROBLEM

Users reported that the website lagged and froze.

When I looked, the cause was on the back end: many of its settings were configured wrongly.

MY ROLE

I interviewed the website owner about what users were reporting, and contacted the former developer to learn how the site was built.

Then I gathered all the feedback and audited the website.

HOW I SOLVED IT

Fix the back end first

Correcting the wrong settings removed the lag and the freezing.

Cloudflare in front

I added Cloudflare to the site for security.

Then, a paid feature

With the site stable, the owner was confident enough to add a paid feature. My team and I took it from design to code.

THE RESULT

The website runs at normal speed again, with no lag or freezing.

The paid feature is live.

Full case study: madhart.cc/work/paberland

CASE STUDY

Signage TV

Promotion content for 306 Eiger stores, sent from head office in seconds instead of by flash drive.

YEARS	PLATFORM	ROLE	LINK
2025	Android TV app and admin dashboard	Research, design and front end	Website

THE PROBLEM

Eiger shows promotions on screens in its stores. To change them, the team had to send flash drives with the new content to 306 stores across the country.

MY ROLE

I interviewed Eiger's promotion manager about the problem and gathered all the feedback.

Then I designed the product and built the front end of the admin dashboard (CMS) and the landing page.

HOW I SOLVED IT

An app on every store screen

My team and I proposed an app that runs on Android TV and Google TV and plays the promotion content.

One dashboard at head office

In the admin dashboard, the head office uploads the content, sets a schedule that can change at any time, and sends it to every store.

THE RESULT

Stores no longer receive flash drives.

Head office sends new content to all 306 stores within seconds, with one click.

Full case study: madhart.cc/work/signage-tv

CASE STUDY

Quran KEMENAG

The Ministry of Religious Affairs' Quran, with a hand sign beside every verse.

YEARS	PLATFORM	ROLE	LINKS
2021-2026	Website, Android and iOS app	Design	Website · Android · iOS

THE PROBLEM

Many Muslims who are deaf and mute cannot recite the Quran aloud. The Ministry of Religious Affairs wanted them to be able to read it too.

Its answer was a hand-sign language for the Quran. The website's job was to show it next to every verse, something no other Quran website does.

MY ROLE

I designed the website from scratch, and I also designed the Android and iOS apps. First I studied other Quran websites: what readers already expect, and what none of them offered.

HOW I SOLVED IT

Built on the community's research

A team from the Ministry and the deaf and mute community created the hand-sign language. The design is based on their work.

One verse, everything it needs

The Arabic and its hand signs come first, then the transliteration and the Indonesian translation. Readers choose the surah, the verse range, the display style and the hand-sign (Isyarat) view.

THE RESULT

Hand signs beside every verse, on the website and in the Android and iOS apps.

Usage numbers belong to the Ministry, which holds the analytics.

Full case study: madhart.cc/work/quran-kemenag

Have a product to design or build?

I take on product design and development work. Email is the best way to reach me.

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