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PROFILE

Senior Web Designer and Front-End Developer with 10+ years of experience designing and building high-performance digital products. Specialized in transforming business goals into scalable, user-centered solutions that balance aesthetics, usability, and conversion.

Experienced in working across multiple industries, including fintech, online gaming, e-learning platforms, and digital agencies. Strong background in UX/UI strategy, front-end development, and no-code/low-code platforms, with a product-driven mindset and a constant focus on measurable results.

CORE EXPERTISE

UX/UI Strategy & Product Design
High-conversion Websites, Landing Pages, E-Commerces and Systems
WordPress Architecture & Custom Builds
Front-End Development & Performance Optimization
Design Systems & Scalable Interfaces
Remote Collaboration with Cross-Functional Teams

PROFESSIONAL EXPERIENCE

FREELANCER - Senior Web Designer & Front-End Developer (Freelance) (2023 - Present)

Leading end-to-end digital projects for clients worldwide, from discovery and strategy to design and development.
Translate business requirements into scalable digital solutions
Design and develop websites, landing pages, e-commerce platforms, and custom systems
Act as a strategic partner, identifying opportunities to improve conversion, usability, and performance
Deliver pixel-perfect interfaces with clean, maintainable code
Work closely with clients, marketers, and stakeholders in remote environments

EAD AVIAÇÃO LTDA - Mid Level Web Designer (2023)

Led UX and UI design initiatives for digital products
Designed and implemented complete web solutions using WordPress and Elementor
Bridged the gap between design and development, ensuring visual consistency and technical feasibility
Improved usability and visual hierarchy across multiple projects

Tegrus - Mid Level Web Designer (2022)

Designed digital products from scratch using Figma
Built full project structures: wireframes, prototypes, usability tests, and final interfaces
Collaborated directly with the team lead and stakeholders during validation stages
Implemented approved designs using Webflow, ensuring responsive and performance-focused delivery

The Wedge Marketing Digital LTDA - Mid Level Web Designer (2021)

Designed and developed marketing-focused digital assets
Created and maintained WordPress blogs and websites
Produced email marketing campaigns aligned with branding and conversion goals
Provided ongoing technical and visual maintenance across multiple client projects

Tatum Business Comm - Mid Level Web Designer (2019)

Developed websites and blogs with and without WordPress
Created email marketing layouts and digital materials
Maintained and updated existing digital products

EDUCATION & CONTINUOUS LEARNING

WEBP Course - Othon Ciparoni

Web design course focused on WordPress + Elementor, taught by Professor Othon Ciparoni, which also covers optimization, security, and infrastructure.

Origamid – Front-End Development, Web Design, UX/UI Design

Completed all certifications offered by the platform, from beginner to advanced levels, with a strong focus on modern front-end practices and design fundamentals.

Rocketseat – Front-End Development

Advanced training focused on modern JavaScript, front-end architecture, and best practices.

UI Start – UX/UI Design

Specialized training in user experience and interface design principles.

TECHNICAL SKILLS

Front-End

HTML, CSS, JavaScript, jQuery, Vue.js, WordPress, Elementor, WPBakery, Webflow, Bubble

Back-End

PHP, MySQL, MongoDB, Node.js, Python

Design Tools

Figma, Adobe Photoshop, Adobe XD

AI Tools

GPT, Gemini, Veo 3, N8N, Base44, Lovable and Nano Banana