

Leonardo González

Independent Full-Stack Web Designer & Developer

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Senior Web Designer & Developer with 8+ years of experience transforming business objectives into high-impact digital platforms. Specialized in WordPress, Shopify, and Figma, with a technical focus on Conversion Rate Optimization (CRO), site performance, and Technical SEO. Expert in delivering 'White Label' solutions for partner agencies, seamlessly integrating into diverse workflows to produce deliverables that balance aesthetics, brand personality, and immediate conversion.

Education & Certifications

- Professional WordPress Development Diploma: Platzi (Custom Themes, REST API, Security, SEO).
- UI/UX Design Specialist with Figma: Platzi (Design Systems & Prototyping).
- Shopify & eCommerce Certification: Udemy.
- Digital Marketing Fundamentals: Google.
- Leadership & Project Management: YLAI (Young Leaders of the Americas Initiative).

Work Process

- Discovery: Deep analysis of agency objectives and end-client requirements.
- Agile Design: Rapid prototyping in Figma with iterative feedback loops.
- Clean Code: Development optimized for performance, security, and technical SEO.
- QA & Launch: Rigorous testing prior to hand-off to ensure zero-defect delivery.

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Technical Skills

- UI/UX Design: Figma (Prototyping & Design Systems).
- Web Development: WordPress (Custom Themes & API), Shopify (Liquid), HTML/CSS, Bootstrap, PHP.
- Management & Strategy: Agile Workflows (Notion & Monday) | Technical SEO & Data Analytics (GA4, GSC).

Selected Experience & Achievements

Leonardowebdesign | Lead Web Strategist 2016 - Present

- Spearheaded the design and development of over 70 web ecosystems, achieving an average 35% reduction in page load times, significantly boosting organic search rankings.
- Implemented Agile workflows using Monday.com and Figma that streamlined client communication, slashing revision rounds by 30%.
- Specialized in providing "White Label" services for partner agencies, strictly adhering to their coding standards and design guidelines for transparent hand-off to final clients.

Windows to the World | Web Designer & Developer 2015 - 2016

- Developed responsive web interfaces for US and LatAm markets, prioritizing mobile-first adaptability and User Experience (UX).
- Drove a 35% increase in user retention rates by restructuring information architecture (IA) and visual hierarchy.

Indexum Corp. | eCommerce Specialist 2013 - 2015

- Designed and deployed custom Shopify and WordPress stores for US and European markets.
- Optimized payment gateways and checkout flows, resulting in a 21% uplift in direct sales conversion rates.

AIIESEC / Genesh TI | Marketing & Web Management 2012 - 2015

- Executed digital advertising strategies and marketing campaigns driving national brand growth.