

# João Marcos Oliveira

## Senior Webflow Developer · Front-End & UX/UI Designer

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Certified Webflow Partner · Upwork Top Rated · 5-star rating

### SUMMARY

Senior Webflow and Framer developer and Certified Webflow Partner with 5+ years building high-performance, conversion-focused websites and landing pages for global tech clients and agencies. I turn Figma designs into pixel-accurate, responsive, SEO-optimized builds, and bring user-centered thinking from a background in psychology and UX. Comfortable writing custom code for advanced, large-scale builds, and strong on Core Web Vitals and PageSpeed, technical SEO, CMS architecture, animations (GSAP), and the Webflow ecosystem (Finsweet, Relume).

### SKILLS

**Development:** Webflow, Framer, HTML, CSS, JavaScript, GSAP, responsive design, Webflow CMS, WordPress/Elementor, Finsweet, Relume

**Design:** Figma, UI/UX design, prototyping, wireframing, design systems, graphic design (Adobe)

**AI:** Claude, Antigravity, Codex, GitHub Copilot, agentic / AI-assisted workflows

**Performance & SEO:** Core Web Vitals, PageSpeed optimization, technical & on-page SEO, SEMrush, Google Analytics, Google Tag Manager

**Integrations & automation:** n8n, Zapier/Make, REST APIs, Firebase, CRM (HubSpot), scheduling & booking, conversational chat / chatbots, Substack / RSS feeds, forms & email, analytics & Google Ads tracking

### EXPERIENCE

**Surge Ads**, Webflow / Framer Developer (Contract) Apr 2025 – Present · Remote

- Build conversion-focused landing pages in Webflow and Framer for global tech clients (incl. ElevenLabs, AIApply), translating Figma designs into pixel-accurate, fully responsive pages.
- Own front-end implementation, performance optimization, analytics setup, and technical troubleshooting across marketing campaigns.
- Occasionally lead UX/UI and campaign graphic design alongside development.

**Response Design LLC**, Founder & Webflow Developer / Designer (Freelance) 2022 – Present · Remote

- Run an independent studio (US LLC) serving global clients through Upwork, holding a Top Rated badge and a 5-star rating.
- Deliver end-to-end websites and apps, from Figma design through Webflow and Framer development, SEO, and integrations, for clients including Love Ignites Peace, Connect33, Vital Velocity, and LatAm Partners.
- Collaborate with founders and designers (incl. UX/UI designer Mario Garcia) across branding, UI, and front-end builds.

**MeteorOps**, Webflow Developer & UX/UI Designer (Contract) Aug 2024 – Apr 2025 · Remote

- Rebuilt and optimized the company website with a focus on performance, technical SEO, and growth.
- Reached 100% SEMrush Site Health and near-perfect PageSpeed scores; ranked #1 on Google for "DevOps engineering" and "DevOps consulting" for weeks, driven purely by technical SEO and performance.
- Ran UX research and marketing analysis to improve site effectiveness and conversion.

**RebelMouse**, UX/UI Designer (Contract)

Sep 2022 – Jun 2024 · Remote (US)

- Led UX/UI redesigns of editorial and news platforms on RebelMouse's proprietary CMS for publishers including Brit+Co, PAPER Magazine, and Responsible Statecraft.
- For Responsible Statecraft (international affairs publication), delivered a new brand identity (logo, typography), restructured navigation with regional dropdowns, segmented homepage and article layouts, and full mobile responsiveness, improving traffic and reader engagement post-launch.

**Eikon Labs**, UX/UI Designer & Webflow Developer (Contract)

Sep 2021 – Mar 2023 · Remote (US)

- Built and launched Webflow websites end-to-end; handled integrations (forms, APIs, email templates, animations) and ongoing maintenance in an Agile team.

**Earlier (2021–2022)**

Brazil

- UX/UI roles at Move Digital, SEMPRE DESIGN (volunteer), and Tecnovix: foundational work in Figma, WordPress/Elementor, prototyping, and UX research.

**EDUCATION & CERTIFICATIONS**

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**Webflow Expert Partner Certification**, Webflow**B.A. in Psychology**, Multivix

2016 – 2024

Product Design (UX/UI) Professional Certification, Aela.io

2021 – 2024

UI Design Professional Certification, uiBoost

2022

**LANGUAGES**

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Portuguese (native) · English (C2, EF SET 82/100) · Spanish (B2)