

João Marcos Oliveira

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

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Upwork Top Rated · 5 star rating

SUMMARY

Senior Webflow and Framer developer with 6 years building websites and landing pages focused on performance and conversion for global tech clients and agencies. I implement Figma designs with pixel precision, responsive layouts and technical SEO, and I have a background in psychology and UX. Comfortable writing custom code for advanced and large builds, and strong on Core Web Vitals and PageSpeed, technical SEO, CMS architecture, animations with GSAP, 3D scenes with Spline, and the Webflow ecosystem (Client-First, Lumos, Finsweet Attributes, Relume, Lottie), plus HubSpot CMS.

SKILLS

Development: Webflow (Client-First, Lumos), Webflow CMS, Framer, HubSpot CMS, HTML, CSS, JavaScript, responsive design, Finsweet, Relume

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

AI: Claude, Antigravity, Codex, GitHub Copilot, agentic workflows, AI in design and development

Performance & SEO: Core Web Vitals, PageSpeed optimization, technical & on-page SEO, SEMrush, Google Analytics, Google Tag Manager, structured data (JSON-LD), accessibility (WCAG AA)

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 landing pages focused on conversion in Webflow and Framer for global tech clients (incl. ElevenLabs, AIApply), implementing Figma designs with pixel precision in 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.
- Design A/B test variants of landing pages and lead forms for the marketing team's experiments.

Response Design LLC, Founder & Webflow Developer / Designer (Freelance)

2022 – Present · Remote

- Run an independent studio (US LLC) serving global clients under direct contracts and on Upwork, where it holds a Top Rated badge and a 5 star rating.
- Deliver websites and apps with design in Figma, development in Webflow and Framer, SEO, and integrations, for clients including Connect33, Florida Funders, LatAm Partners, Vital Velociti, Love Ignites Peace, SaaS Beautiful, The Throwback, Benchmark Gastro, and Comligo Spanish.
- Collaborate with founders and designers (incl. UX/UI designer Mario Garcia) across branding, UI, and front-end builds.
- Designed A/B test variants of pages and forms for Gable, a Vital Velociti client, for its marketing team's experiments.

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 PageSpeed scores close to 100; 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 after launch.

Eikon Labs, UX/UI Designer & Webflow Developer (Contract)Sep 2021 – Mar 2023 · Remote (US)

- Built and launched complete Webflow websites; 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, prototyping, and UX research.

EDUCATION & CERTIFICATIONS

B.A. in Psychology, Multivix	2016 – 2024
Product Design (UX/UI) Professional Certification, Aela.io	2021 – 2024
UI Design Professional Certification, uiBoost	2022

LANGUAGES

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