

Henrique Chiuchi, Web Designer (Webflow)

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LINKS

[Portfolio](#), [LinkedIn](#), [Dribbble](#)

PROFILE

Experienced UX/UI Designer and Web Developer with a robust track record of crafting user-centered, high-performance web solutions. Proficient in front-end development and expert in leveraging Webflow to create aesthetically pleasing and highly functional websites. Passionate about simplifying complex processes to enhance user experience and drive business success. Seeking to bring technical expertise and creative problem-solving skills to a dynamic team.

EMPLOYMENT HISTORY

Jul 2023 — Present

Lead UX/UI Designer & Front-End Web Developer, Purple Strawberry

São Paulo, Brazil

Spearheaded the digital transformation of our brands and clients by creating impactful interfaces and developing websites that provide memorable, fluid, and user-centered experiences.

Key Responsibilities:

- **UX/UI Design:** Led the conception, creation of wireframes, prototypes, and final designs that are responsive and accessible, centered around user needs.
- **Front-End Development:** Executed UI designs using advanced front-end programming skills with a strong command of low-code technologies including Webflow and WordPress, ensuring agile, responsive, and accessible websites.
- **Testing and Feedback:** Conducted usability tests and gathered feedback to refine and optimize business strategies.
- **Interdisciplinary Collaboration:** Worked continuously with marketing, e-commerce, and sales teams to ensure digital platforms align with business objectives.

Featured Project: Fiesta Party Festa

- Played a central role in the redesign and platform migration of our largest e-commerce client, which generates annual revenues exceeding 4 million reais. Led strategic decisions that increased the conversion rate from 1.6% to 3.7%, setting the stage for continuous growth with subsequent CRO optimization projects. Achieved record monthly revenues and reached break-even point within five months post-implementation.
- Responsibilities included UX/UI design conception, front-end development, SEO strategy implementation, and data analytics, significantly enhancing conversion rates, performance, and usability.

Featured Project: BelloCopo

- Led the digital transformation of BelloCopo, a leading Brazilian manufacturer specializing in plastic disposables, focusing on enhancing the visibility of their product catalog.
- Utilized Webflow CMS to fully virtualize the product catalog, integrating Webflow's native and custom interactions to dramatically increase website engagement.
- Achieved a 270% increase in lead generation following the website's showcase at a recent exhibition, compared to the performance at the same event in the previous year.
- Responsibilities included UX/UI design conception, front-end development, and implementing a creative strategy that improved both aesthetic appeal and functionality of the site.

Technologies Used:

Webflow, Figma, HTML, CSS, JavaScript, jQuery, RestAPI, Cockpit, Twig, PHP, WordPress, Photoshop, VS Code, ActiveCampaign, Sender.net, Tray

Jan 2022 — Present

UX/UI Designer & Front-End Web Developer, Self-employed

Passionate about web design, I specialize in helping clients showcase their brands in the digital world through interactive, memorable, and highly functional designs.

Key Responsibilities:

- **UX/UI Design:** Designed intuitive interfaces and user experiences that drive engagement and conversions, utilizing tools such as Figma and Photoshop.
- **Web Development:** Developed dynamic, responsive, and interactive websites using Webflow, WordPress, HTML, CSS, and JavaScript, tailoring each site to the specific needs of the client.
- **SEO:** Implemented comprehensive SEO strategies, both on-page and off-page, to maximize online visibility for clients, utilizing Google Tag Manager, Google Analytics, and SEMrush.

Notable Achievements:

- Guided projects from concept to completion, playing a key role in the digital establishment of various brands, ranging from startups to well-known companies in their industries.
- Consistently tripled the Conversion Rate Optimization (CRO) in redesign projects through strategic design decisions.
- Improved organic traffic by up to 200% within the first four months on SEO-focused projects.

Technologies Used:

Webflow, WordPress, HTML, CSS, JavaScript, Figma, Photoshop, Principle

SEO Tools:

Google Tag Manager, Google Analytics, Google Search Console, SEMrush

Jun 2020 — May 2022

Front-End Web Developer, System8 Intelligence Group

Santos - SP, Brazil

As a Front-End Web Developer at System8 Intelligence Group, I designed and developed websites for a diverse range of premium clients across Brazil. Specialized in creating templates for our proprietary CRM and building responsive sites tailored to client specifications.

Key Achievements:

- Developed over 300 responsive websites using HTML, CSS, and JavaScript.
- Engineered CSS templates that reduced website creation time from 3 days to 7 hours.
- Led the initiative to switch from JPG to WEBP for images, cutting image sizes by 85%, enhancing site load speeds, and reducing server load.
- Conducted workshops on advanced CSS layouts, including CSS Grid and Flexbox, enhancing team capabilities in modern and complex web design.

COURSES

Apr 2022 — Jun 2022

Webflow Masterclass, Flux Academy

Advanced techniques in Webflow development, focusing on building professional, highly interactive websites.

Sep 2023 — Oct 2023

How to Webflow like a boss, Awwwards

Intensive course in expert-level Webflow skills, enhancing the ability to design dynamic and efficient web solutions.

Mar 2021 — May 2021

Complete Web Design from Figma to Webflow, Udemy

Comprehensive training from design in Figma to implementing functional websites in Webflow, including freelancing strategies.

Feb 2022 — Mar 2022

Creative practices from idea to final layout using Figma, Awwwards

Focused on innovative Figma techniques for creating user-centric designs from concept to final execution.

Oct 2023 — Nov 2023

Motion Design for Delightful Experiences, Awwwards

Techniques in using motion design effectively to enhance user interaction and engagement.

Feb 2022 — Mar 2022

Creative practices from idea to final layout using Figma, Awwwards

Focused on innovative Figma techniques for creating user-centric designs from concept to final execution.

SKILLS

Web Design	Expert	Project Management	Experienced
Webflow Development	Expert	Team Collaboration	Experienced
UX/UI Design	Expert	Creative Problem Solving	Experienced
Responsive Design	Expert	Time Management	Experienced
Front-End Programming	Expert	Communication Skills	Experienced
SEO Optimization	Expert		

LANGUAGES

Portuguese	Native speaker	English	Very good command
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