Pedro José Nogueira Nunes

Senior Web Designer & CRO · Webflow Developer · Design Engineer

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SUMMARY

Senior Web Designer, Webflow Developer and Design Engineer with 12+ years building high-performance, visually rich web experiences for clients in the US, Canada, Germany, and Brazil. I own the full cycle — from research, CRO audits and Figma design to pixel-perfect, production-ready builds — with deep expertise in Webflow, responsive HTML/CSS, custom interactions (GSAP/JS), CMS architecture, and technical SEO.

Comfortable shipping fast without breaking things: I work autonomously in remote, agile, US-timezone teams, use AI tools (Claude, Claude Code) to accelerate delivery, and bring design range across UI/UX, motion, and brand. Accessibility and usability are core to my practice.

PROFESSIONAL EXPERIENCE

Lead Web Designer & CRO | BT Marketing — Toronto, Canada (Remote) *Jul 2026 – Present*

- Lead (and only) web designer for a Toronto marketing agency, designing and building websites and landing pages for North American clients.
- Run the CRO work on client projects: analytics and heatmap audits, prioritized fix lists and redesigns of the pages that drive leads.
- Own the path from research and Figma prototypes to launch, with tracking wired in from day one.

Senior Webflow Developer | ilegra — Remote (Brazil / Global clients) *Apr 2026 – Jul 2026*

- Built and shipped high-fidelity, animation-rich marketing sites and UI in Webflow for enterprise clients — owning delivery from design handoff to production.
- Developed custom interactions and complex animations (GSAP/JavaScript) beyond native Webflow capabilities.
- Owned technical and performance SEO, including Core Web Vitals optimization, schema markup, and on-page technical work.
- Integrated Shopify stores and third-party services with Webflow sites.
- Collaborated with UX, brand, and engineering teams in an agile, multidisciplinary environment.

Senior Graphic Web Designer | On The Map, Inc. — Miami, USA (Remote) *Jun 2025 – Apr 2026*

- Designed and built high-conversion landing pages and interfaces for a US digital marketing agency, owning the full cycle: Figma prototyping → build → launch.
- Developed and maintained comprehensive UI/UX design systems and documentation, ensuring brand consistency and scalability.
- Collaborated with the marketing team to translate business requirements into intuitive, performance-driven web interfaces.
- Designed social media assets for clients, tailored and optimized for engagement across platforms.

Senior Front-End Developer & Visual Designer | SUPERFLUID — Remote (Germany / Global) *Oct 2021 – Apr 2025*

- Developed high-performance, responsive front-end applications using React.js, Next.js, Webflow, and Tailwind CSS.
- Integrated 3D and complex visual elements with three.js inside the React ecosystem, creating highly engaging web experiences.
- Owned the end-to-end UI/UX design process in Figma: visual design, interactive prototypes, and detailed user flows.
- Ensured code quality with Jest unit testing; streamlined deployment with Docker and Git-based workflows.

Designer, Art Director, Digital Artist & Motion Designer | VASTA — Vitória da Conquista, Brazil *Mar 2020 – Sep 2021*

- Art direction, campaigns, video and motion graphics for digital media and TV using After Effects and Final Cut Pro X.
- Designed ads, social media posts, Instagram filters and motion pieces for Seu.Menu, VASTA's own app.
- Performed advanced sound mixing, recording, and music composition using Ableton Live and iZotope RX.

Front-End Developer & Visual Designer | FERTILI — Vitória da Conquista, Brazil *Aug 2017 – Aug 2018*

- Built the first version of the mobile app front-end with Ionic, Angular.js, and TypeScript; designed the initial UI and wireframes.
- Integrated Shopify stores and developed custom WordPress themes for agency clients.

Junior Front-End Developer | Agência Vilaça Comunicação — Eunápolis, Brazil *Mar 2015 – Mar 2016*

- Developed promotional websites and created the initial UI/UX for the company's internal management system.

SKILLS

Webflow: Advanced builds (CMS, interactions, responsive layouts), Client-First methodology, third-party integrations, technical SEO (schema markup, JSON-LD, Core Web Vitals)

CRO & Analytics: GA4, Google Tag Manager, Microsoft Clarity, Hotjar, heatmap and funnel audits, landing page testing

Front-End: JavaScript (ES6+), TypeScript, HTML5, CSS3, React.js, Next.js, Gatsby.js, Node.js, Tailwind CSS, SCSS/SASS, GSAP, three.js

Design & Motion: Figma, Adobe Illustrator, Photoshop, After Effects, Final Cut Pro, DaVinci Resolve

Platforms & Integrations: Webflow, Shopify, WordPress, HubSpot-style lead/data flows, Tally, Zapier/Make automations

AI-Accelerated Delivery: Claude & Claude Code, Gemini, ChatGPT, prompt engineering for development and content workflows

DevOps & Testing: Git, Docker, Jest, CI/CD principles

Languages: Portuguese (native), English (B2 – professional working proficiency), Spanish (basic), Mandarin Chinese (beginner)

EDUCATION & TRAINING

B.A., Advertising — UniFTC (2019 – 2023)

UI/UX Design Specialization — Google / Coursera (ongoing)

Motion Design & Motion Design Bootcamp — School of Motion (2020 – 2022)

Computer Science — IFBA, Federal Institute of Bahia (2016 – 2020)