

Reinaldo Rivas

Portfolio

Web UX UI Designer + SEO

SUMMARY

Senior Web Designer and Developer with 5+ years of experience building high-performance, SEO-optimized websites that rank, convert, and scale. Combines strategic web design with technical SEO, CRM integrations, and AI-assisted workflows to deliver projects connected to real acquisition channels: search, paid ads, and automation. Proven team leader with experience owning the full project lifecycle from discovery to launch. Trusted partner to clients translating business goals into measurable digital outcomes across WordPress, Webflow, Shopify, and other tools.

- EMPLOYMENT
- Senior Web Designer & SEO Developer | 2025 – Present
- Boosty Digital
- Lead the design and development of SEO-first websites where search engine ranking, organic traffic growth, and conversion performance are the primary success metrics of every project.
 - Architect technical SEO foundations: semantic HTML, structured data (schema.org), metadata optimization, image and asset compression, Core Web Vitals tuning, and mobile-first responsive design.
 - Integrate websites with CRMs (Kommo) and advertising platforms (Google Ads, Meta Ads), enabling end-to-end tracking from first impression to closed lead.
 - Configure analytics stacks (Google Analytics 4, Google Tag Manager, Search Console, Meta Pixel) and translate data into iterative design and SEO decisions.
 - Leverage AI tools (ChatGPT, Claude) to accelerate content drafting, SEO keyword ideation, technical research, and code review – improving delivery speed without compromising quality.

- Web Designer | 2024 – 2025
- Magnetix Agency
- Designed and shipped dynamic websites across multiple industries, consistently improving user experience metrics and organic site traffic.
 - Established structured QA workflows that reduced post-launch defects and elevated site reliability and performance standards.
 - Partnered directly with clients as a strategic advisor, translating business objectives into tailored, high-impact web solutions delivered on time.
 - Built responsive interfaces in Figma and implemented them in Webflow, WordPress, and Duda with attention to accessibility and conversion best practices.

- Web Department Coordinator – Web Developer and Designer | 2020 – 2023
- Mingo Agency
- Built and led the web department, coordinating a multidisciplinary team of designers and developers across project allocation, mentoring, and delivery quality.
 - Owned the full project lifecycle — discovery, design, development, QA, and launch — consistently meeting deadlines and exceeding client expectations.
 - Served as primary point of contact for clients, translating requirements into actionable briefs and presenting strategic recommendations at decision-maker level.
 - Established QA standards and design-research practices that kept the team aligned with industry trends and elevated overall output quality.

SKILLS _

SEO & Analytics

SEO and Analytics On-page SEO, technical SEO, Core Web Vitals optimization, structured data (schema.org), keyword research, Google Search Console, Google Analytics 4, Google Tag Manager, Meta Pixel.

Web Development

WordPress, Webflow, Shopify, GoHighLevel (page builder, funnels, forms, and basic automations), HTML, CSS & JS

Web & UI Design

Figma, UI/UX design, prototyping, conversion-focused interfaces, design research, user journey mapping, design systems.

Soft Skills & Leadership

Team coordination, mentoring, client management, stakeholder management, strategic communication, critical thinking, problem-solving, project ownership.

Other Tools I've Experience With

Trello, Monday, Basecamp, Notion, ClickUp.

Additional Creative Skills:

In addition to web design, I bring experience in various creative areas, including:

- Branding
- Email marketing design
- Social media design
- Logo and identity design
- Marketing and Advertising.

I use Adobe Photoshop, Illustrator, InDesign, After Effects, IA, and other softwares to support these areas when projects call for it

EDUCATION _

IUDLM | 2021 – 2025

Marketing and Advertising

- Internship at Manne Productions in the Strategy Department for 3 months.

Colegio Los Arcos | 2013 – 2019

Technical Middle School degree with a focus on Commerce and Administrative Services, specializing in Computer Science

- Internship at PWC in the Risk Assurance Services (RAS) Department for 3 months.

CERTIFICATES

Intensive UX/UI Course | 2024

Nuclio Digital School

English Certificate (C1 Advanced) | 2024

EF SET

WordPress Master Class + E-commerce | 2023

Udemy

Complete Photoshop CC 2020 Course | 2022

Crehana