



Lilliam Esther Barrios Crespo

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Professional Summary

Results-driven **Full-stack Web Designer** with **16 years of experience** in graphic design, publishing, and advertising, and **9 years specializing in web design and front-end development**. Adept at creating **user-friendly, pixel-perfect designs** that align with business goals. Strong expertise in **WordPress, UX/UI design, HTML, CSS, and JavaScript**. Highly adaptable, with a deep understanding of **SEO, accessibility, and responsive design**. Experienced in managing teams and optimizing workflows for marketing and development projects. Fluent in **Spanish (native) and English (C1 level)**.

Technical Skills

- **Web Development:** WordPress, Shopify, Wix, ClickFunnels, Hubspot, Joomla!, HTML, CSS, JavaScript, PHP, jQuery, React, MySQL.
- **Design & UI/UX:** Adobe XD, Figma, Illustrator, Photoshop, InDesign, After Effects, Premiere.
- **SEO & Marketing:** Email Marketing (Mailchimp), SEO and Performance Optimization.
- **Project Tools:** GIT, Wireframing, Prototyping, Content Management Systems (CMS).

Professional Experience

Freelance | Full-stack Web Designer

Worldwide | 03/2022 - Present

- Designed and developed **websites and landing pages** using WordPress, HTML, and CSS.
- **Developed e-commerce solutions** using Shopify and WooCommerce.
- Provided **UX/UI consulting**, including wireframing, prototyping, and user research.
- Optimized websites for **SEO and page speed performance**.
- **Assisted startups and small businesses** in defining their brand identity and website strategy.
- Created **email marketing campaigns** and digital assets for social media and advertising.

PSh | Digital Solutions | Full-stack Web Designer

Buenos Aires, Argentina | 03/2015 - 02/2022

- Developed **responsive websites** from **UX/UI design** to implementation using CMS and custom HTML/CSS.
- Collaborated with **developers via GIT repositories** to ensure seamless integration.
- Designed **email marketing campaigns, branding assets, and promotional materials** for clients.
- Led **SEO and accessibility** improvements for multiple projects.

Tumedico | Graphic Design Coordinator

Caracas, Venezuela | 01/2013 - 02/2015

- Managed the company's **design team**, overseeing branding and multimedia projects.
- Coordinated with **systems, marketing, and sales departments** to ensure brand consistency.
- Analyzed **website performance** and provided actionable insights.

Tianshi Venezuela S.A. | Graphic Designer

Caracas, Venezuela | 06/2011 - 03/2012

- Designed **advertising materials, catalogs, brochures, and magazines**.
- Created **POP materials and promotional assets** for marketing campaigns.

DAYAL TECHNOLOGIES, C.A | Graphic Designer

Caracas, Venezuela | 09/2012 - 11/2012

- Worked on **digital marketing materials**, improving online engagement.
- Designed **publications for MercadoLibre, mail marketing campaigns, brochures, and various graphics** for the company.

Prestocopy C.A. | Graphic Designer

Caracas, Venezuela | 07/2008 - 12/2009

- Developed and printed **various graphic designs** for clients.
- Ensured high-quality **visual consistency and branding**.

Education & Certifications

- **Master's Degree in Programming, Design & Web** | Uneweb, Caracas, Venezuela (2013 - 2015)
- **Bachelor's Degree in Graphic Design** | UJMV, Caracas, Venezuela (2005 - 2011)
- **Basic SEO Settings for your WordPress Website** | DonWeb (2023)
- **Optimize the speed of WordPress sites** | DonWeb (2023)
- **Email Marketing From Scratch** | PSh (Speaker 2021)

Languages

- **Spanish** – Native
- **English** – C1 Proficient