








MERCEDES CRUZ

WEB DESIGNER

CONTACT

-  +1 (403) 975 6433
-  info@mercedesmariecruz.com
-  mercedesmariecruz.com
-  Calgary, AB Canada
-  [Google Reviews](#)
-  [LinkedIn profile](#)
-  [UpWork profile](#)

SKILLS

Front-End Development
Web Design
HTML, CSS
WordPress, SquareSpace, any platform with page builders
Photoshop, Illustrator, InDesign, Canva, Affinity Photo
Content Management
Project Management
Graphic Design
Visual Design
Figma
Responsive/Mobile First Web Design
Wireframing
On-page SEO

PROFESSIONAL EDUCATION

- Product Psychology Masterclass**
Use Psychology to Build Better Products
by Growth.Design
- UX Foundations: Interaction Design.**
Using learned behavior
by David Hogue (Applied Psychologist and Interaction/UX Designer)

SUMMARY

I specialize in the creation of sophisticated, visually captivating websites engineered to deliver seamless user experiences across various platforms and browsers. Proficient in the art of wireframing, prototyping, and refining designs through meticulous user feedback analysis, I guarantee unparalleled user satisfaction.

Committed to remaining at the forefront of industry advancements, I consistently integrate monthly website enhancements and adhere strictly to white-hat SEO methodologies to achieve tangible, impactful outcomes for my clients.

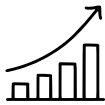
ACHIEVEMENTS



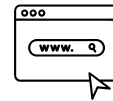
Established a consistent track record as a TOP-RATED Freelancer on Upwork.com since 2014.



Co-founded Viiworks, a Web Production Agency, in the Philippines.



Orchestrated Viiworks' 20% revenue growth, yielding substantial profits and expanding the client base significantly.



Collaborated with business owners to enhance website design, optimizing for increased conversion rates.



Implemented essential SEO process for Viiworks Inc., which was applied while developing numerous websites for data on potential UX/UI improvements and marketing strategies.



Developed landing pages, blog posts, email designs using different platforms (e.g. WordPress, Ontraport, HubSpot) that led to business leads, ensuring all digital assets follow modern digital standards and best on-page SEO practices.

WORK EXPERIENCE

Web Designer and Web Manager

Freelancer (CANADA)

FEB 2014 - PRESENT

(Co-founder) Senior Web Designer and Marketing Officer

Viiworks Inc. (PHILIPPINES)

MAY 2011 - JAN 2014

Web Designer

Ivertise Marketing and Web Technologies (PHILIPPINES)

DEC 2007 - APR 2011

Business Accounts and Strategic Planner Assistant

AB Communications (PHILIPPINES)

NOV 2004 - OCT 2007

Mobile Designer

ANXA Ltd. (PHILIPPINES)

FEB 2004 - NOV 2004