

MERCEDES CRUZ

FREELANCE WEB DESIGNER/FRONT-END DEVELOPER

CONTACT

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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

My knowledge and skill to lead web and marketing teams as well as cultivate direct relationships with stakeholders, executive teams, and marketing/sales professionals has consistently led to the successful conception, visual development, and execution of projects, generating additional business opportunities.

Eager to leverage this wealth of experience and contribute effectively to help achieve business goals and creative projects in a web design role.

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.
- Led the design and development of VALPI Medical Center's website, resulting in an outstanding 484.62% surge in search engine rankings and a notable increase in customer engagement.

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

HOBBIES + INTERESTS



Casual Gaming



(ART) Digital Painting



Reading