Felipe Trindade

Experienced Front-End Developer and Designer with a strong marketing background and a proven track record of boosting conversion rates through innovative user flows, website optimizations, and visual identities. Proficient in Adobe Suite, Figma, HTML/CSS, JavaScript, WordPress, and User Experience design. Excellent written and verbal communicator in English, fluent in Portuguese, and conversation in Spanish. Ideal candidate for creative-driven product and marketing roles.

EXPERIENCE

Junior Front-End Developer
Jan 2022 - Present

EverCommerce, Denver, CO
- Managed and maintained 4 websites using WordPress CMS for businesses under the EverCommerce portfolio, requiring HTML/CSS/JS, PHP, NPM and Composer.
- Assisted with the PaySimple website migration from Craft CMS to WordPress, working on the website and content restructuring of over 2000 pages.
- Created WordPress custom templates using Sage, SCSS, and Tailwind, making it easier for the marketing team to ship changes faster and more efficiently.

Designer and Junior Front-End Developer
Jan 2021 - Dec 2022

PaySimple | SalonBiz, Denver, CO
- Led the design and development of SalonBiz.com, encompassing user flow, process flow, and brand refresh, helping achieve better SEO results.
- Designed and developed marketing assets to support campaigns and sales enablement, including custom Marketo templates, landing pages, microsites, and digital assets.
- Training and onboarding of new team members on workflows, systems and processes.

Digital Marketing Intern
Sep 2019 - Dec 2020

PaySimple, Denver, CO
- Used Adobe Creative Suite to develop assets for web pages, live webinars, social media accounts, paid advertising, and email campaigns, achieving ambitious lead goals.
- Expanded the company brand by updating the PaySimple blog in WordPress.
- Manage content implementation across WordPress and support implementation needs within the PaySimple.com website management system, Craft CMS.
- Supported lead front-end developer on website project needs as assigned, requiring HTML, CSS, and JavaScript.

Marketing Director
Jan 2018 - Dec 2018

Rádio 101 FM Macapá, Brazil
- Designed a new corporate identity for the company.
- Implemented a WordPress site, resulting in a 20% increase in online listeners.
- Closely worked with the sales department, developing marketing strategies.

UI/UX Designer Intern
Jun 2015 - Jun 2016

SendGrid, Denver, CO
- Designed "About SendGrid" and "Our Team" pages.
- Designed starter email templates for the SendGrid product used by +80,000 users.
- Worked on creating user flows and wireframes for diverse landing pages.

Graphic Designer Intern / Volunteer Work
Apr 2012 - Dec 2012

Youth with a Mission, Denver, CO
- Researched, designed, prototyped, and launched a new website that increased conversion by 35%.
- Designed a new visual identity that expressed the organization's values and ambitions.

Graphic Designer   2009
Seleto Marketing Digital, Brazil
- Planned, designed, and launched websites with a content-centered design to engage users and increase the conversion rate.
- I created a new corporate visual identity that expressed the organization's values and ambitions.

EDUCATION

Bachelor of Science (B.S.)   Dec 2020
Marketing and Computer Information Systems
Metropolitan State University of Denver, CO

SKILLS

- Marketo
- Jira
- Agile Strategies
- Asana
- SalesForce
- Web Design
- Adobe Creative Suite
- Sketch App
- Figma
- Responsive Design
- Visual Design
- Wireframing
- Human Centered Design
- UX Design

- HTML/CSS
- JavaScript
- Git
- Composer
- NPM
- Collaborative team player
- Effective communicator
- Adaptable problem solver
- Creative thinker
- Demonstrated leadership
- Organized multitasker
- Detail-oriented
- Time-efficient
- Committed to continuous learning