

Diego Fernandes

Senior UI & Web Designer — Performance, SEO & Conversion

PORTFOLIO	EMAIL	PHONE
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LINKEDIN	LOCATION	AVAILABILITY
/in/dfernandesdesign	Belo Horizonte, Brazil	Remote & open to relocation

PROFILE

Senior UI & Web Designer with 5+ years turning business problems into digital products that actually ship. I design in Figma and build in WordPress/Elementor and Framer — and I don't stop at the visual: **performance, accessibility and SEO are part of the process from the first sketch**, not a last-minute patch.

Good design has to carry a result: load fast, rank well, convert. A beautiful interface gets attention; the outcome is what stays. From naming to deploy, I own the whole process — and I bring numbers to prove it.

SELECTED OUTCOMES

99 / 100	Desktop PageSpeed on a studio site I designed and coded — with 100 SEO and 95 accessibility
42 → 92	Mobile PageSpeed on a 450+ page B2B platform, across a five-month redesign
16 hours	Logo to production deploy on a full branded e-commerce, database and auth included

CORE SKILLS

Design	UI Design · UX Fundamentals · Design Systems · Responsive Web Design · Landing Pages · Wireframing & Prototyping · Branding & Visual Identity
Build	WordPress · Elementor · Framer (native CMS) · HTML5 · CSS3 · Shopify · Supabase · Vercel
Tools	Figma · Adobe XD · Photoshop · Premiere Pro · CapCut
Performance & Growth	Core Web Vitals · Technical SEO · Web Accessibility · CRO · Meta Ads · TikTok Ads · Customer Success

EXPERIENCE

UI & Web Designer

Sep 2025 – Present

Melt Comunicação · Belo Horizonte, Brazil · On-site

- Design and ship responsive websites end to end for agency clients, from wireframe and mockup in Figma through to a live WordPress + Elementor build.
- Own structure, styling, responsiveness and performance optimisation on every delivery, keeping visual identity consistent across breakpoints.
- Partner with marketing and content to align aesthetics, function and communication goals, then run post-launch usability fixes across devices and browsers.

UI & Web Designer · Part-time, concurrent

Apr 2024 – Present

Growth Sites e Sistemas · Contagem, Brazil · Remote

- Build and maintain responsive WordPress and Shopify sites for a studio delivering websites, e-commerce, management systems and mobile apps.
- Design interfaces in Figma and work directly with clients to turn requirements into solutions that stay on-brand and on-scope.

UI/UX & Web Designer

Jun 2024 – Jun 2025

Aure Digital · Belo Horizonte, Brazil · Hybrid

- Designed and built websites and landing pages for a paid-media and sales consultancy, with conversion as the primary success metric.
- Produced creative for Meta Ads and Google Ads campaigns and edited video for paid and organic channels, iterating on performance feedback from the media team.

UI Designer

Jul 2023 – Sep 2023

Hypelikes · Rio de Janeiro, Brazil · Remote

- Contributed directly to the redesign of a complex medical application — improving both UX flows and UI — and designed multiple landing pages built to convert, working in Figma and Photoshop.

Digital Designer & Paid Traffic Manager

May 2021 – Feb 2023

Big Boy Imports · Belo Horizonte, Brazil · Remote

- Owned the entire digital output of an e-commerce brand — logo, banners, copywriting and paid traffic across Meta Ads and TikTok Ads — plus the Shopify storefront, which is well rated by customers for its design and usability.

EDUCATION & LANGUAGES

Bachelor of Mechanical Engineering

2012 – 2016

Faculdade Pitágoras — Belo Horizonte, Brazil

Portuguese Native · English B2 · Upper-intermediate