

Javier Ferrer

Senior Web Designer · Ecommerce, Landing Pages & CRO · UI/UX + Applied AI

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PROFILE

I design interfaces and I build them. Over 10 years making websites, landing pages and online stores where design, frontend and CMS stay with me, no handoffs.

I work the interface in Figma before building it: hierarchy, flow and visual system. Then I implement it. That is why what gets designed is what ships. Expert-level WordPress, custom frontend, and ecommerce on Shopify, Amazon, Walmart and WooCommerce.

I add CRO and technical SEO to check whether the decisions hold, and I design email marketing campaigns for international clients. I use AI where it solves something concrete: product imagery and video when there is no asset library, and functional prototypes to validate before building.

SKILLS

Web Design: Responsive design · Landing pages · CRO · Email design · Wireframes · Design systems

UI/UX: Interface design in Figma · Prototyping · Screen architecture · Conversion-focused design

CMS & No-code: WordPress at expert level · Divi · Elementor · Webflow

Ecommerce: Shopify · WooCommerce · Amazon Seller/Vendor · Walmart Marketplace

Frontend: HTML5 · CSS3 · JavaScript · Tailwind CSS · React / Next.js

Marketing & Analytics: Email marketing (HubSpot, Marketo) · Technical SEO · Google Analytics · Search Console · Semrush

Applied AI: Claude · Cursor · v0 · Midjourney · AI image and video generation for catalogs · Functional prototyping

Team: Managing junior designers · Client presentations · Brand building from scratch

EXPERIENCE

Soyculto · Web Designer, UI/UX and Creative Design Lead

2020 – 2026 · Buenos Aires · Growth marketing agency with clients in the US, Argentina and France

- Designed and built websites and landing pages in WordPress/Divi, Webflow and custom HTML/CSS for B2B campaigns and go-to-market strategies across three markets.
- Designed interfaces in Figma before building them: hierarchy, screen flow and visual system, then implemented them myself with nothing lost between design and development.
- Ran ecommerce projects on Shopify, Amazon and Walmart: storefronts, catalogs, offer management, and product imagery produced through generative AI workflows, including clients with no existing image library.
- Designed visual variants for A/B tests on landing pages and user flows, alongside the growth team that analyzed the results.
- Designed email marketing campaigns in HubSpot and Marketo for international clients, including graphic assets for community programs.
- Led a team of junior designers: task assignment, visual quality review, and criteria alignment across simultaneous projects.
- Built visual identity and brand systems from scratch for clients across different industries.

Greencomm · Web Designer and Frontend Developer

2018 – 2020 · Buenos Aires · Internal communications and corporate digital transformation

- Designed and built landing pages, websites, intranets, internal portals and communication tools for teams of 100+ people.
- Built visual systems and interactive modules in HTML, CSS and Bootstrap for digital training platforms.
- Contributed gamification mechanics for e-learning platforms aimed at improving user participation.

Freelance · Web Designer

2007 – 2018 · Buenos Aires

- Designed and built websites for 10+ clients across retail, services, hospitality and media, handling client relationships, scoping and delivery independently.
- Produced visual identity systems and brand materials for agency clients.

EDUCATION

UI/UX Diploma · Coderhouse, Buenos Aires

Building Digital Products with AI · Coderhouse, 2026

Inbound Marketing · HubSpot Academy

Team Leadership & Management · EducaciónIT

Graphic Design · Universidad del Zulia, Venezuela

LANGUAGES

Spanish native · English professional working proficiency (reading, comprehension, and work with international clients)