MARTIN H. LEIDREITER

Graphic Designer · UX/UI Designer · Frontend Developer
9+ years of experience
Illustrator / Photoshop · WordPress · Figma · HTML · CSS · PHP · JavaScript

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PROFESSIONAL SUMMARY

UX/UI Designer and Frontend Developer with over 9 years of experience designing and building user-centered digital products for Latin American and European markets. Specialized in websites, e-commerce platforms, and educational systems, with a strong focus on usability, performance, accessibility, and scalability.

I combine design, development, and communication skills to solve complex business problems through clear, functional, and measurable digital solutions. Extensive experience working remotely with multidisciplinary teams, stakeholders, and international clients.

CORE EXPERTISE

- End-to-end UX/UI design (research, wireframes, prototyping, final UI)
- Frontend development and WordPress
- UX and performance optimization
- Email marketing and digital campaigns
- Design systems and scalable interfaces
- Remote collaboration with international teams

TOOLS & TECHNOLOGIES

Design & Prototyping
Figma · Adobe Illustrator · Photoshop · After Effects · Premiere · Canva

Development
HTML5 · CSS3 · JavaScript · PHP · WordPress

UX Research & Testing
Maze · Optimal Workshop · SurveyMonkey

Project Management & Collaboration
Asana · Trello · Slack · Scrum · Agile methodologies

Analytics & SEO
Google Search Console

PROFESSIONAL EXPERIENCE

WebMaster · UX/UI Designer · Frontend Developer

Kalcker Institute — 2023 / 2025

- Designed complete web interfaces from low-fidelity wireframes to final UI for desktop and mobile.
- Developed, maintained, and optimized multiple WordPress websites.
- Led website redesigns to improve usability, responsiveness, and user experience.
- Managed user roles, multilingual content, and online courses.
- Optimized website performance and multimedia loading times.
- Designed and executed email marketing campaigns.
- Provided technical support and collaborated on server-related solutions.

Technologies: Figma, WordPress, HTML, CSS, Asana, Slack, Acumbamail, Certopus, cPanel

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WebMaster · Web Designer

Xpandete (Spain) — 2022

- Developed and maintained WordPress websites.
- Redesigned interfaces focused on conversion and UX improvements.
- Designed assets for email marketing campaigns.
- Optimized multimedia content and site performance.

UX/UI Designer · Web Designer

PulpoWay — 2022 / 2023

- Delivered end-to-end UX/UI design for institutional websites.
- Developed and maintained WordPress sites.
- Designed graphic assets for social media and digital campaigns.
- Participated in client presentations and project reviews.

Web Design Instructor

Pixel Digital Academy — 2022

- Instructor for an intensive Web Design course.
- Trained students in WordPress and Elementor.
- Provided technical and conceptual guidance throughout the course.

UX/UI Designer · Web Designer

PuntoPro — 2020 / 2023

- Designed and developed websites and e-commerce platforms.
- Led UX-focused redesigns to improve usability and performance.
- Optimized site loading times and overall performance.
- Collaborated directly with clients and project teams.

WebMaster · UX/UI · Graphic Design · Email Marketing

Ciudad Empresaria — 2016 / 2019

- Designed and developed corporate websites.
- Created and managed email marketing campaigns.
- Delivered graphic design assets for digital and print media.
- Provided technical support and coordinated with external vendors.

EDUCATION

Higher Technician in Interactive Digital Design
La Metro – School of Design (2012 – 2015)

Higher Technician in Visual Communication Design
García Lorca Institute (2010 – 2012)

COURSES & CERTIFICATIONS

- Master in Digital Marketing – Network (2020)
- UX/UI & Design Systems – Domestika
- WordPress, HTML, CSS, JavaScript, PHP – Udemy
- Freelance Web Designer – Crehana

LANGUAGES

Spanish: Native
English: Intermediate

PORTFOLIO

My website: https://soymarcus.dev
Graphic Design: https://www.behance.net/leidreiter
Entrepreneurship: https://holamundo.store/

recent works:
https://laveneciana.com.ar
https://margaretautomotores.com
https://kalckerinstitute.com

(Additional Figma files and projects available upon request)