

George Gutierrez Vallejos

Web Designer

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SUMMARY

Creative and detail-oriented Web Designer and WordPress Developer with 3+ years of experience building, customizing, and optimizing websites using WordPress, Wix, and modern web technologies. Skilled in delivering responsive, user-friendly designs and collaborating with cross-functional teams. Experienced in freelance web development, site performance optimization, and UX-focused design.

SKILLS

Web Development: — WordPress, Wix, GoDaddy, HTML5, CSS3, JavaScript, PHP

UX/UI & Design — Responsive Design, Navigation Optimization, Figma, Adobe XD

Maintenance & SEO — On-page SEO, Plugin Updates, Backups, Web Security

Soft Skills — Client Communication, Problem Solving, Attention to Detail

PROFESSIONAL EXPERIENCE

Frontend Developer / Web Designer, Cococo Business Aug 2021 – Jan 2024 | San Jose, Costa Rica

- Built and scaled custom WordPress websites and asset libraries tailored to evolving brand needs.
- Implemented responsive UI components with HTML, CSS, JavaScript, and PHP, ensuring full cross-browser compatibility.
- Partnered with UX/UI designers, marketing and product teams to translate business goals into clean, intuitive designs.
- Led visual redesigns and usability improvements, boosting user engagement and task completion rates.
- Performed website testing, issue tracking, and continuous UX optimizations post-launch.

Freelance Web Designer & WordPress Developer, Remote Jan 2021 – present | San Jose, Costa Rica

- Designed and built more than 10 custom websites for businesses using WordPress, Wix, GoDaddy Builder, and other CMS platforms.
- Developed full site architectures and content flows with a focus on usability, responsive layout, and clear navigation.
- Currently provide ongoing site maintenance, including SEO optimization, plugin updates, backups, and security hardening to protect client data and ensure uptime.
- Collaborated directly with clients in tourism, retail, and professional services to translate their branding into intuitive digital experiences.

EDUCATION

Google Data UX Design Certificate, Coursera Jun 2024 – Feb 2025

Bachelor's degree in Computer Science, National Technical University Feb 2020 – Aug 2024 | San Jose, Costa Rica

Cisco CCNA Certification, National Technical University Jun 2023 – Feb 2024 | San Jose, Costa Rica