



DAN DENNEY

This just in: We surveyed 500 marketing leaders on the state of their website

Webflow Product Solutions Resources Enterprise Pricing Log in Contact Sales

Build with the power of code — without writing any

Take control of HTML, CSS, and JavaScript in a visual canvas. Webflow generates clean, semantic code that's ready to publish or hand to developers.

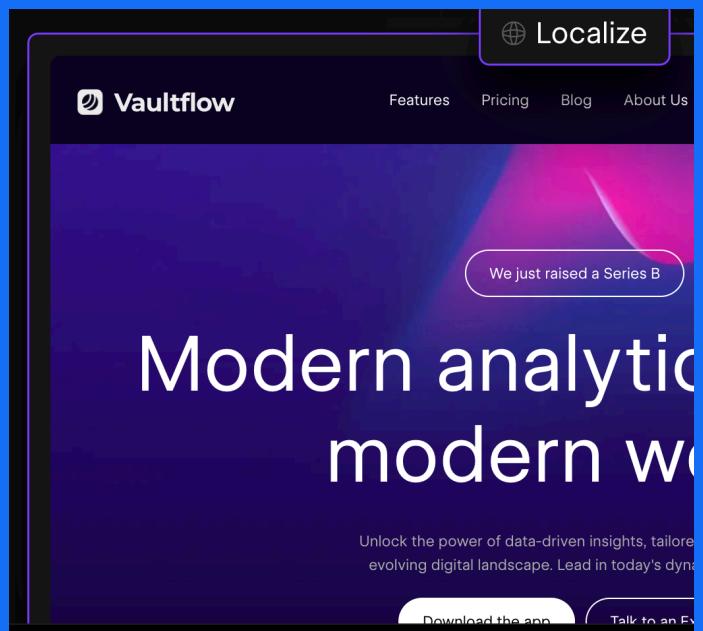
Start building

EN Home ... 1291 PX Designing Style Sett

A screenshot of the Webflow website homepage. At the top, there's a blue header bar with the text "This just in: We surveyed 500 marketing leaders on the state of their website". Below the header is a navigation bar with links for "Webflow", "Product", "Solutions", "Resources", "Enterprise", "Pricing", "Log in", and "Contact Sales". The main feature is a large white text area on a dark background with the headline "Build with the power of code — without writing any". Below the headline is a descriptive paragraph and a blue "Start building" button. At the bottom, there's a toolbar with icons for file operations like "New", "Open", "Save", and "Print", along with "1291 PX" and "Designing" buttons.

THE PLANS

—
NO CODE?!



BACKGROUND

WHAT IS WEBFLOW?

HOW DEVS CAN USE IT

HOW I USED IT

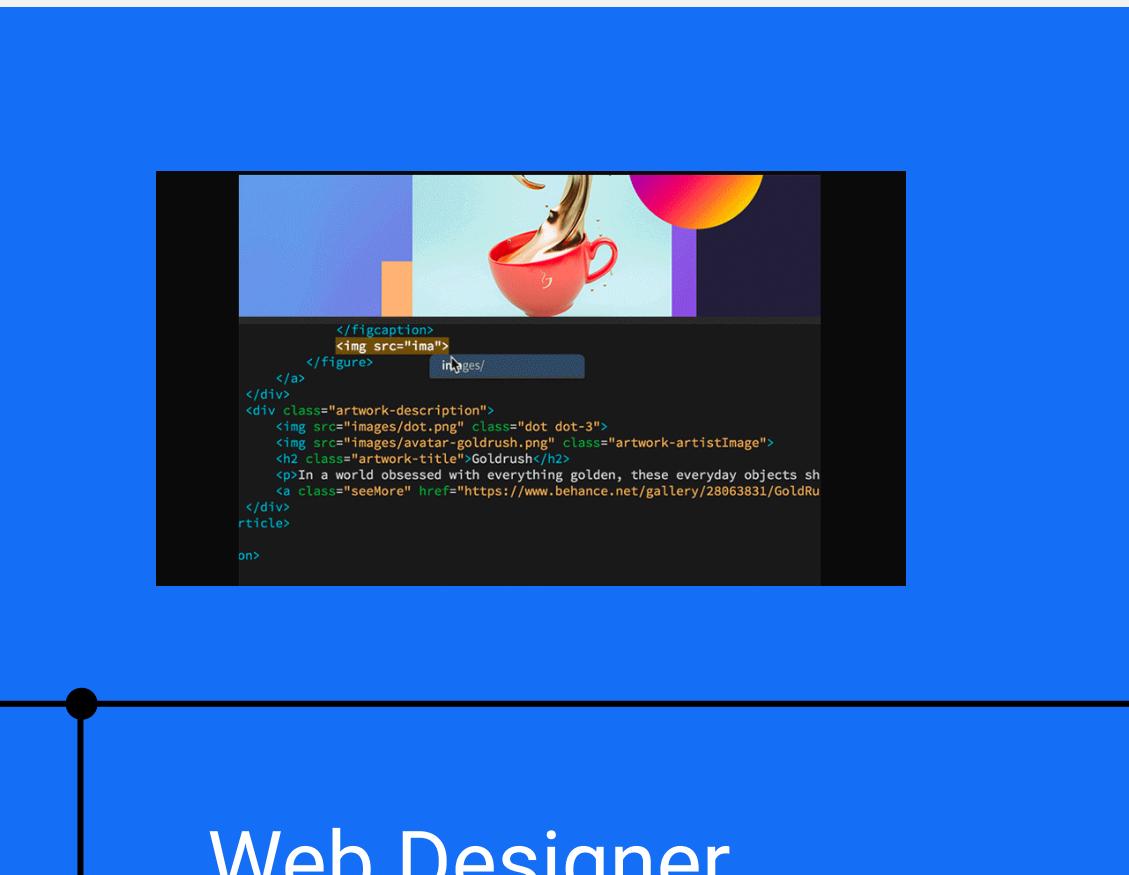
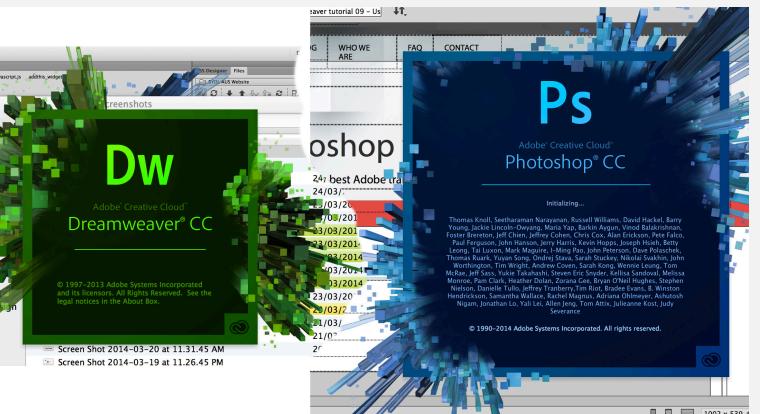
LET'S USE IT TOGETHER



2008-2010

Web Designer

Agency work and marketing sites,
designing static comps and coding



2010-2012

Web Designer to Front-end Dev

Marketing sites and my first
products, leaning towards
implementing other's designs

2012-2021

Front-end Developer

Product work, only implementing
other's designs or expanding on
them in the browser





Conference site, personal
site, volunteering, data
projects, etc.



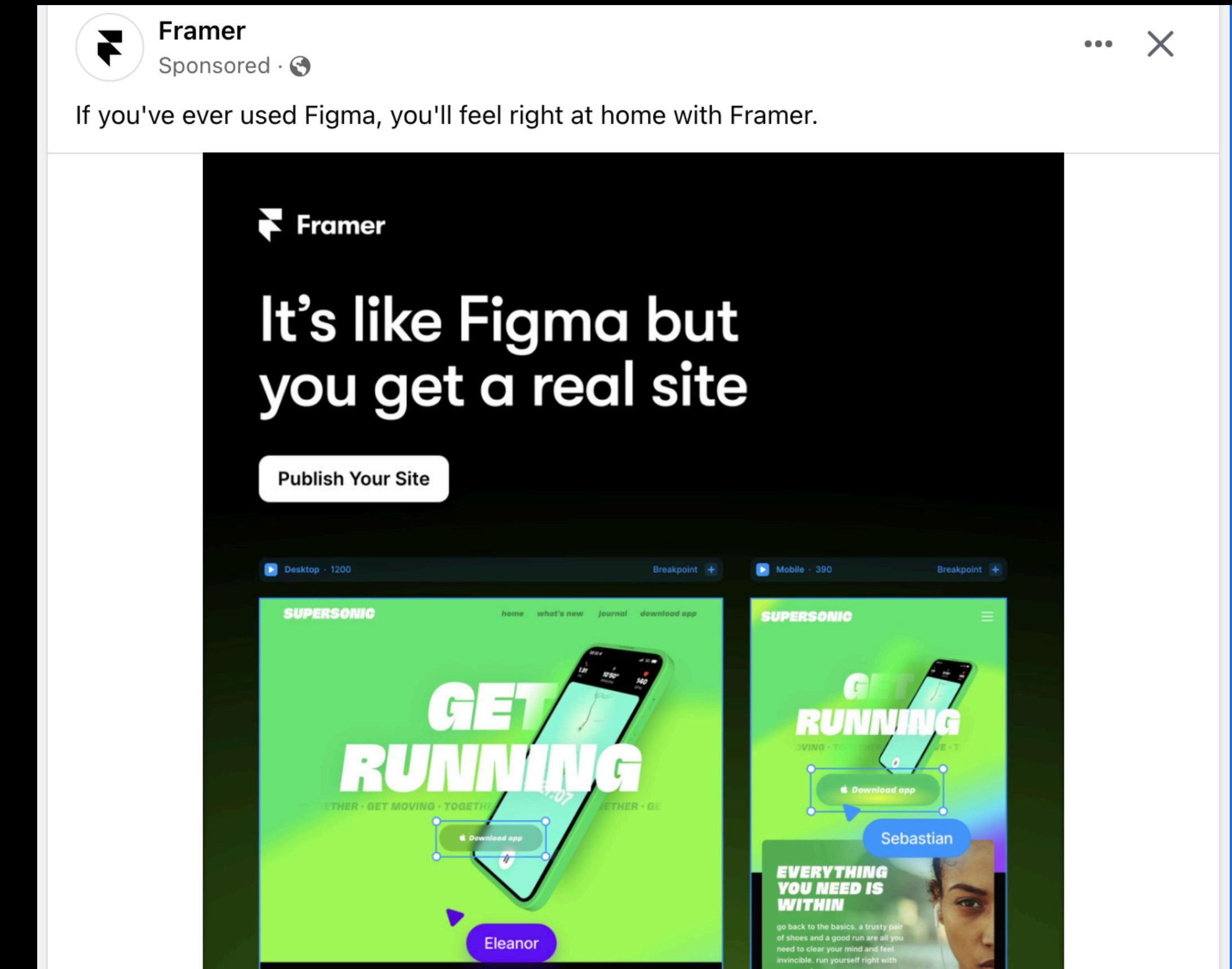
SIDE PROJECTS

— DESIGN AND DEV

WHAT IS WEBFLOW?

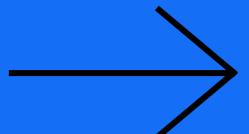
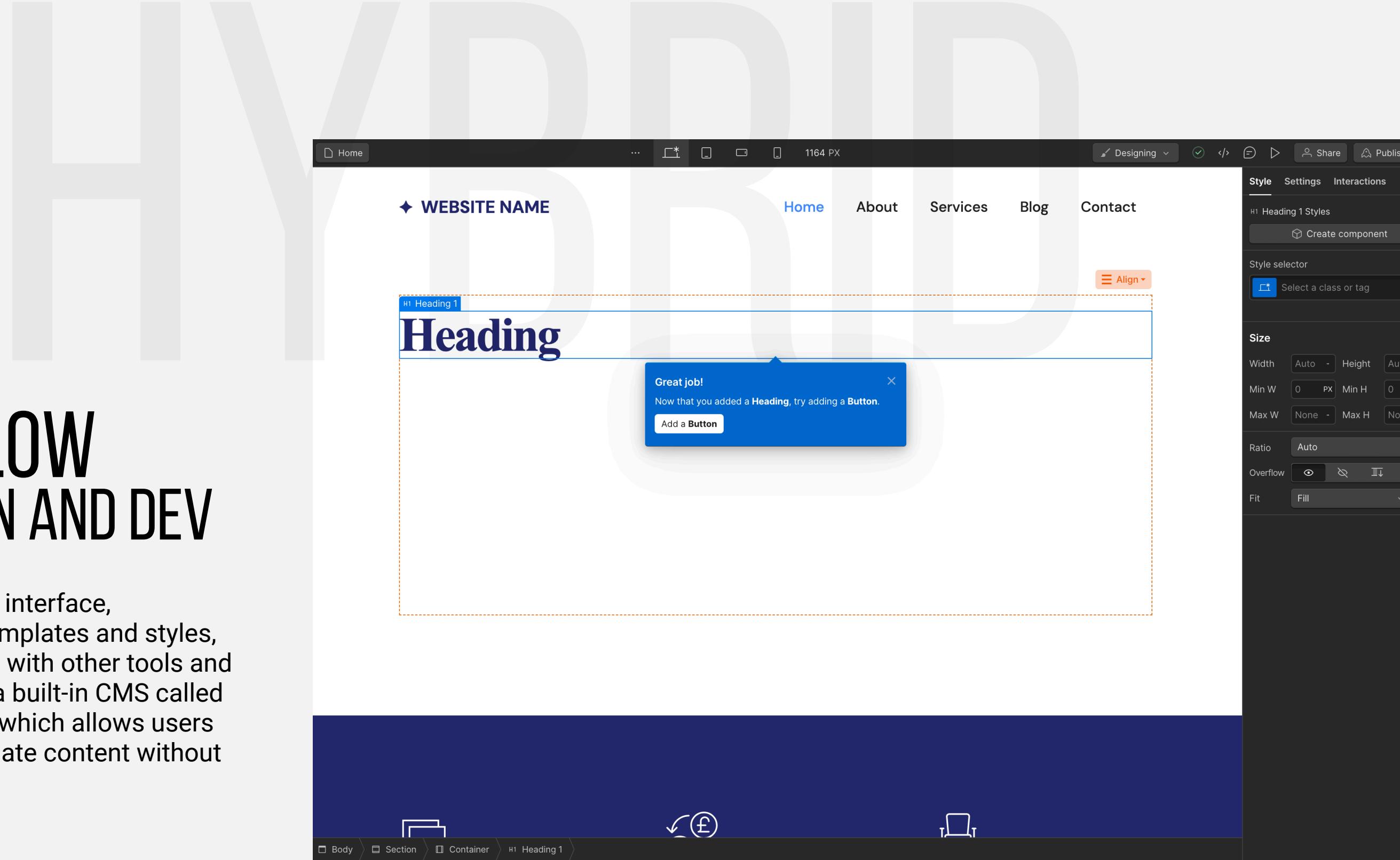
This is technically an ad for a competitor, but it's so good that I couldn't not share.

—
FRAMER IS COOL TOO



WEBFLOW IS DESIGN AND DEV

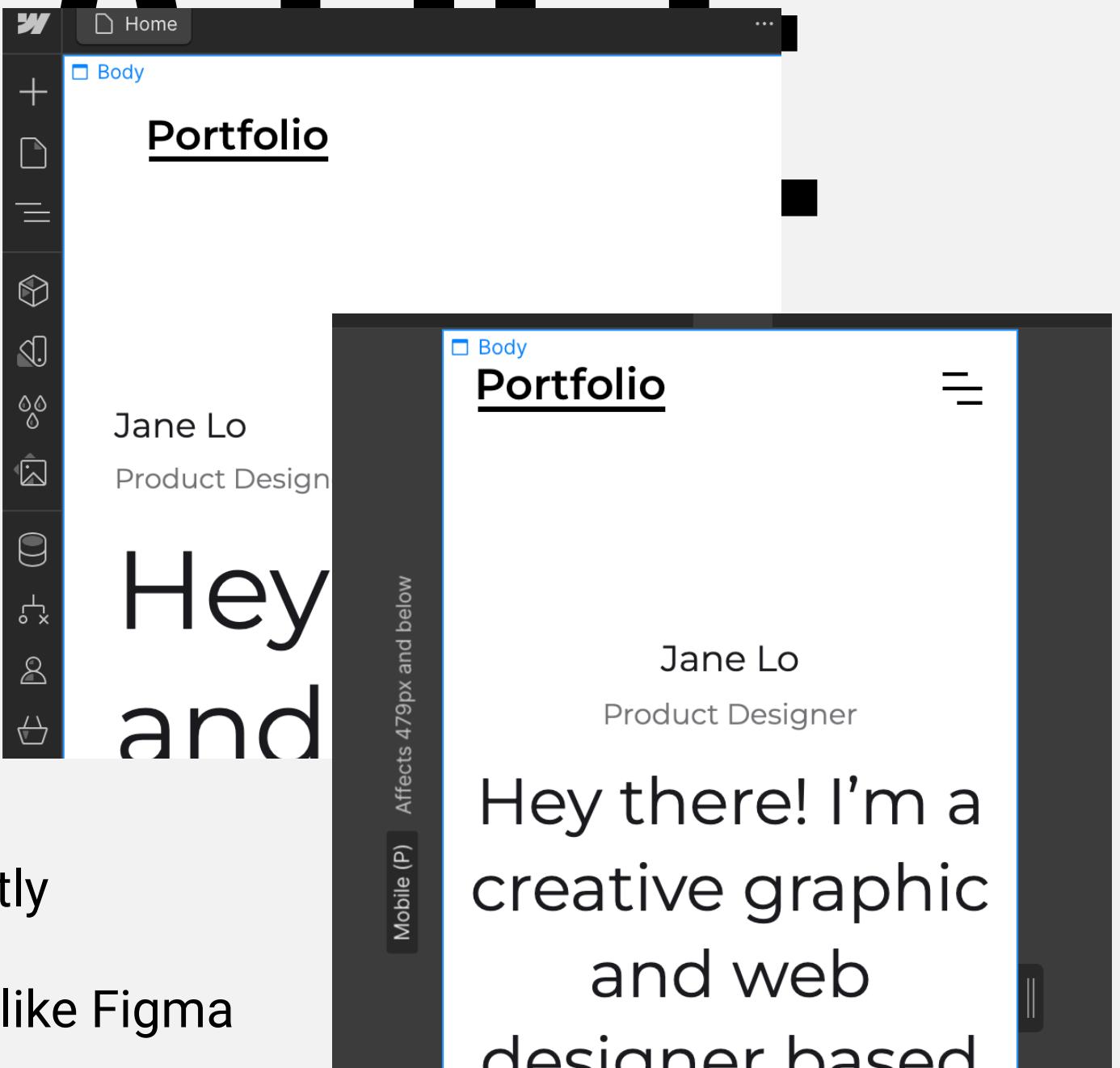
A drag-and-drop interface, customizable templates and styles, and integrations with other tools and platforms. Has a built-in CMS called Webflow Editor, which allows users to store and update content without coding



VERSATIL

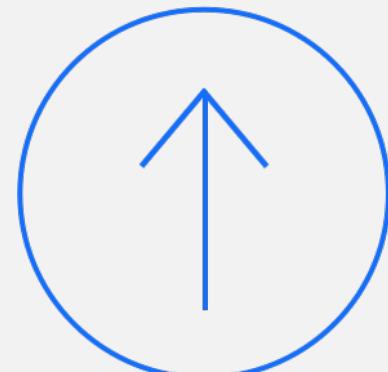
DESIGN

- Design within the interface directly
- Import designs from other tools like Figma



DEVELOPMENT

- Publish directly onto their hosted option
- Integrate other platforms for auth, e-commerce, forms, etc.
- Export code and use it in your own projects



MY VIRTUAL REPLACEMENT

MOBILE
PORTRAIT

320PX

MOBILE
LANDSCAPE

568PX

TABLET

768PX

DESKTOP

1164PX

...      1164 PX

FOR WEB DEVS

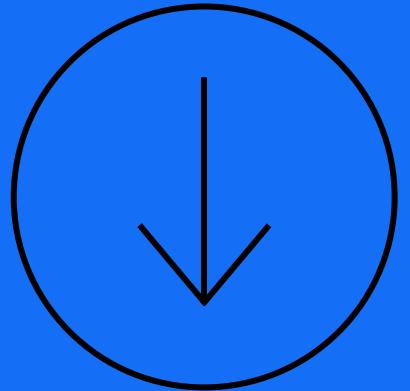
—
LOW CODE OR NO CODE?!

PERSONAL PROJECTS

PROTOTYPING

TRANSITION DESIGNERS

TRANSITION YOURSELF



PIZZA DI MARCO

FROM ITALY WITH LOVE



PIZZA PARTY

I needed a fun landing page to pitch an idea.

Pizza guy to the rescue



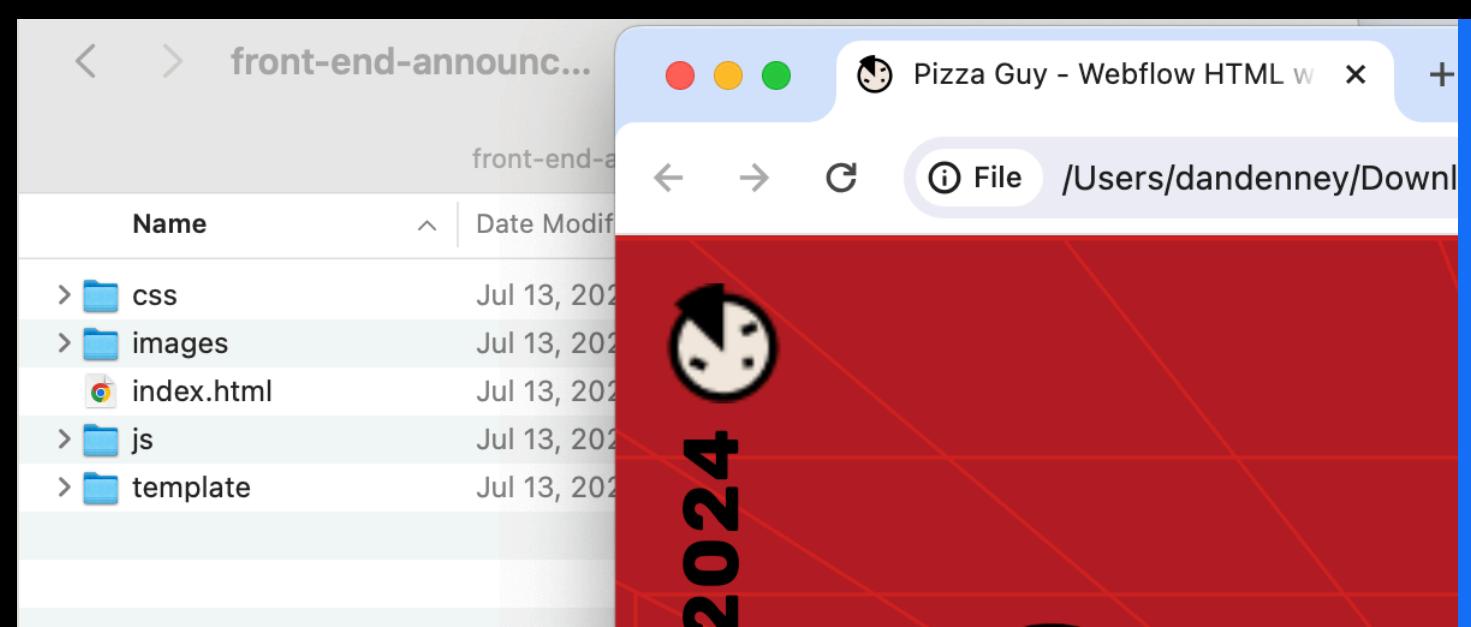
EDIT AND EXPORT

This was my first real project, so I went to the edge of my comfort zone and then moved to code

Real project

This will only work for the owner

—
HALF A DAY



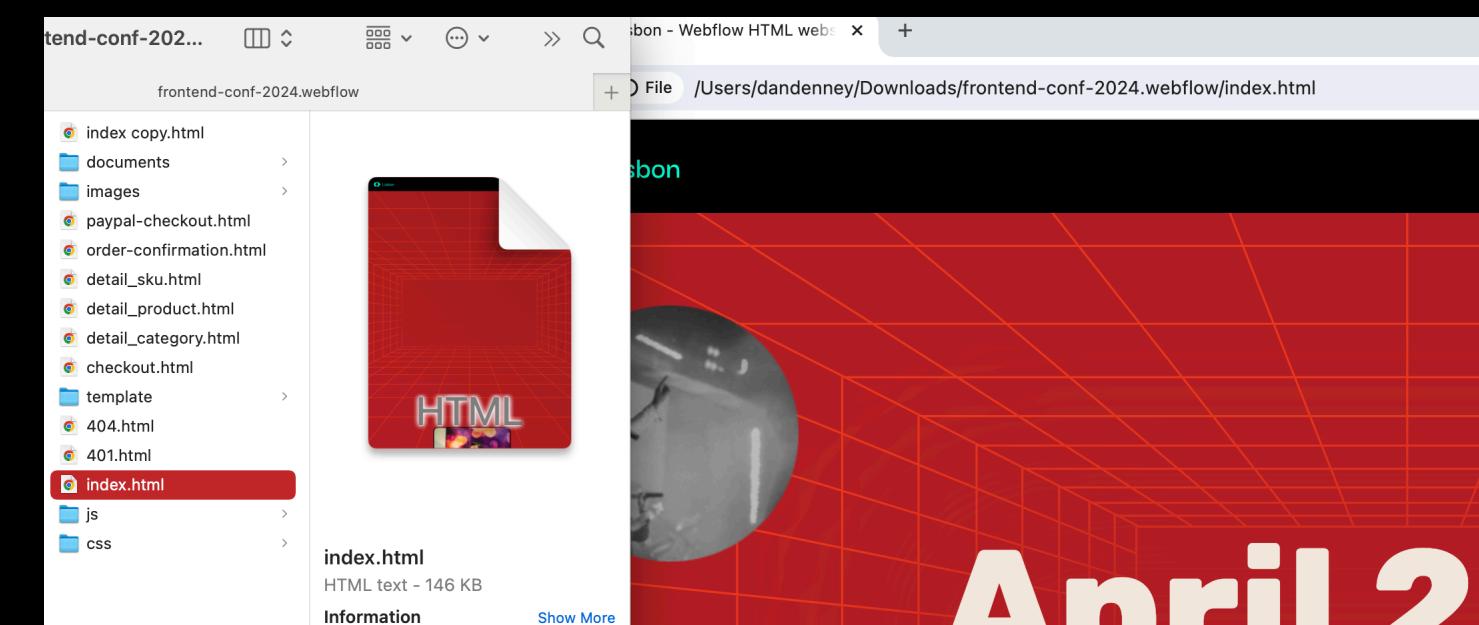
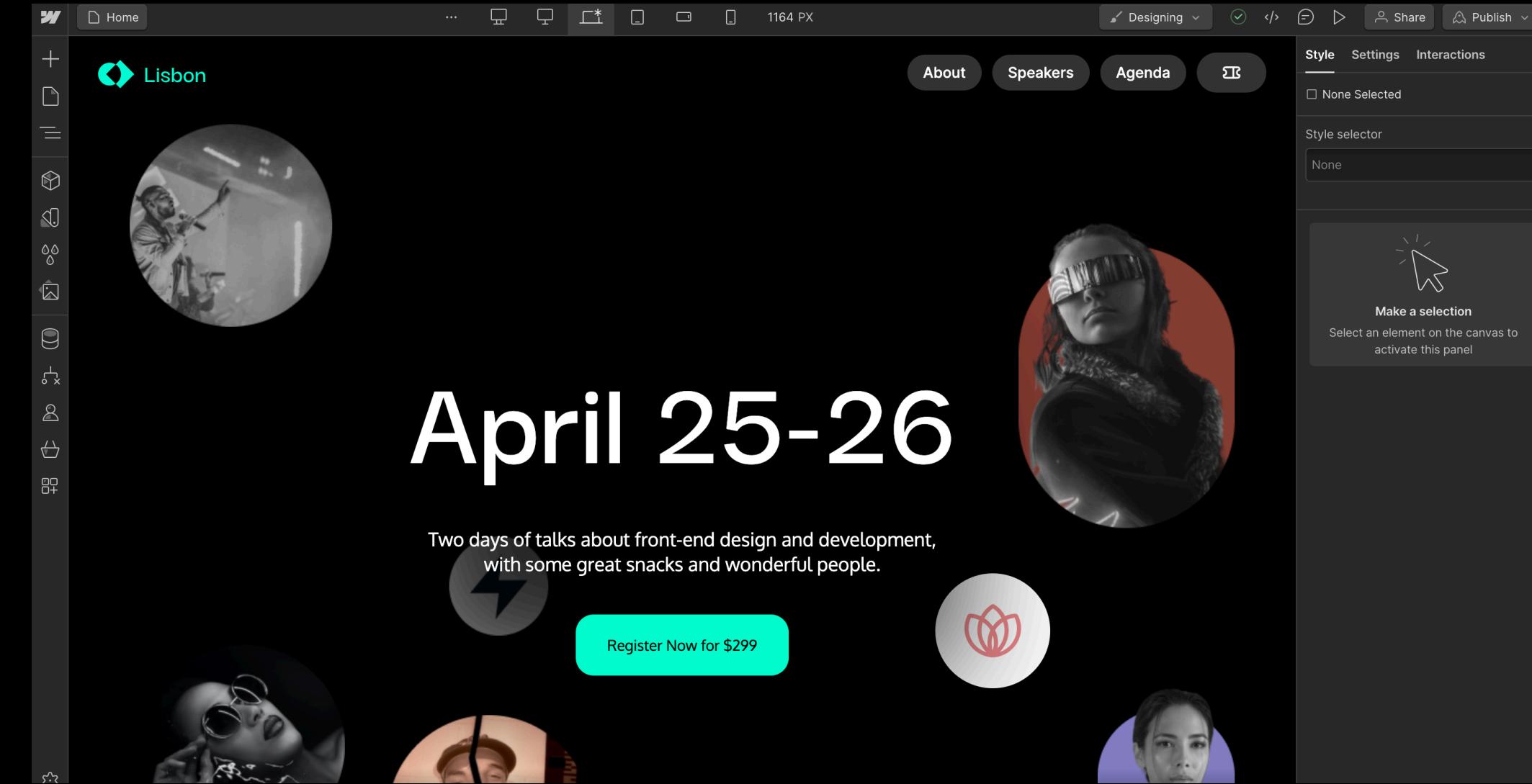
RINSE REPEAT

The new version of the site is a hybrid
of a template and some add-ons.

Real project

This will only work for the owner

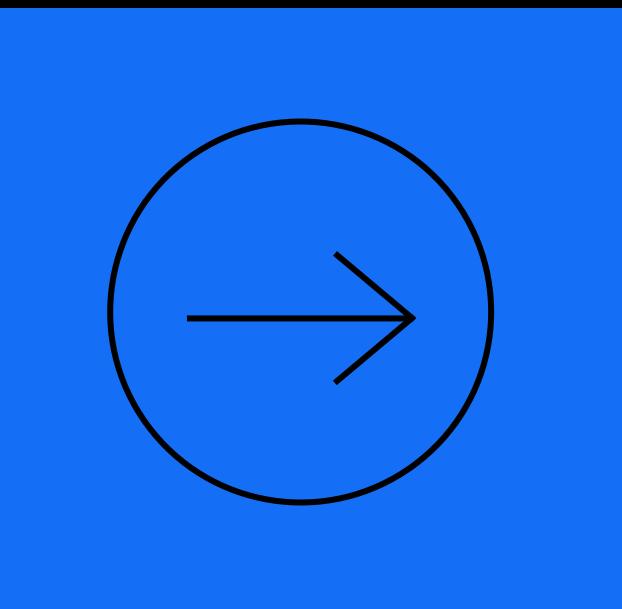
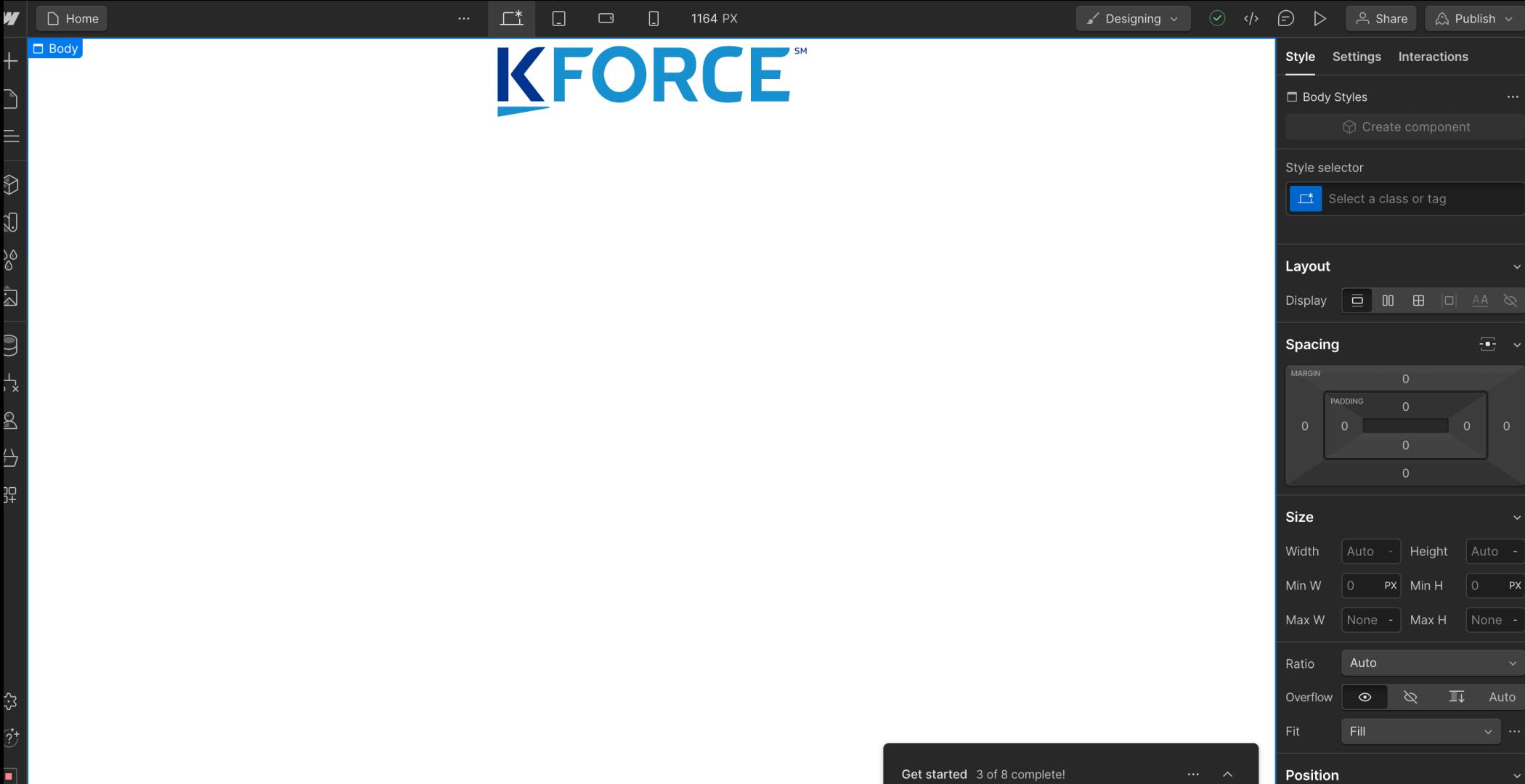
A WHOLE DAY



April 2

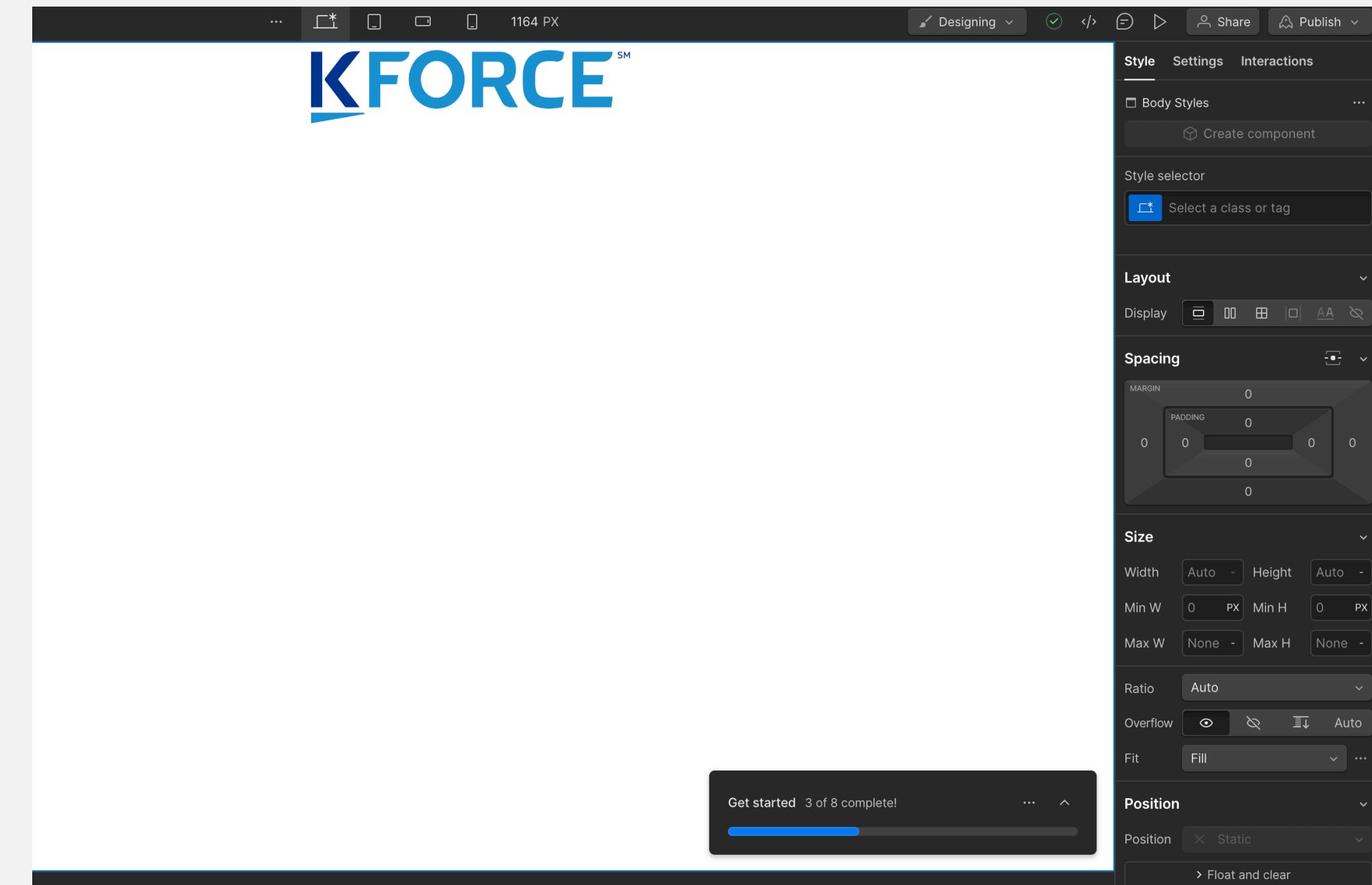
LET'S BUILD SOME STUFF

—
SOME LIVE, SOME VIDEO



THE BOX MODEL

CREATING IMAGES
VS WEB ELEMENTS



Together, let's do great things

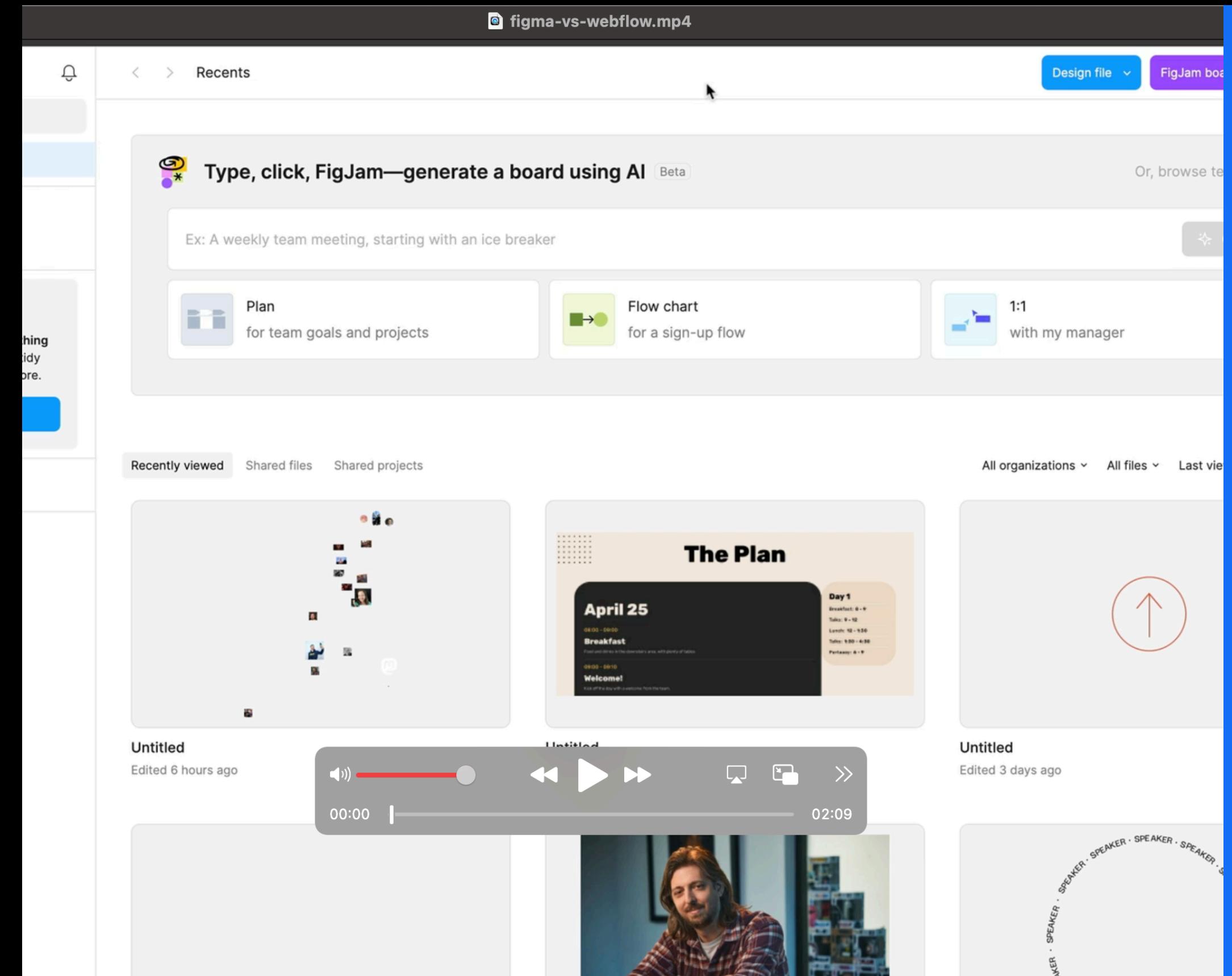
YO DAWG

We heard you like boxes. So we put some boxes in your boxes, so you can move around your boxes

VIDEO DEMO

We'll run it locally, but the link to the video is
[on YouTube as well](#)

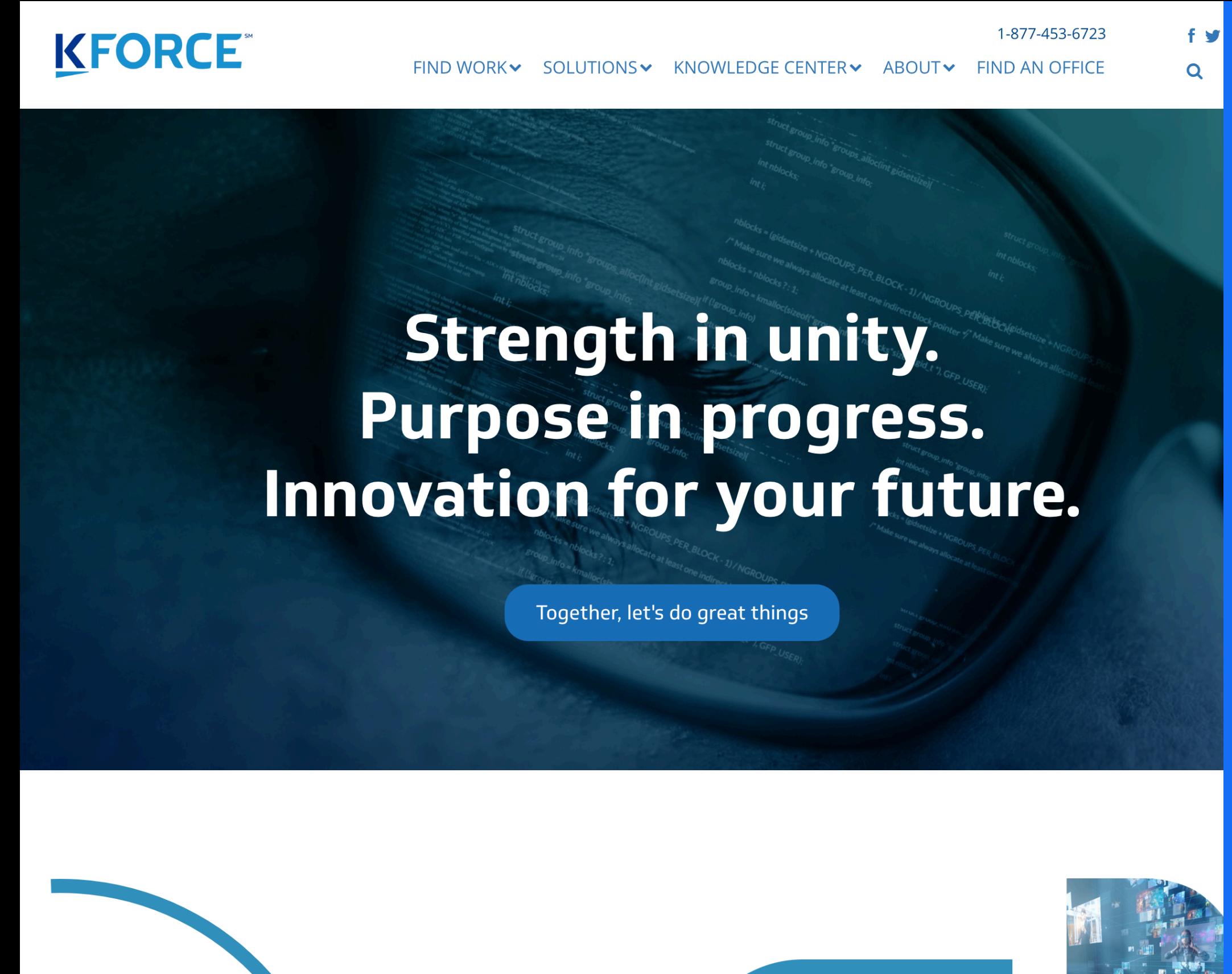
WEBFLOW VS FIGMA



RINSE REPEAT

We'll run it locally, but the link to the video is
[on YouTube as well](#)

BUILD A SMALL UI



The image shows the homepage of the Kforce website. The header includes the Kforce logo, navigation links for FIND WORK, SOLUTIONS, KNOWLEDGE CENTER, ABOUT, and FIND AN OFFICE, and contact information (1-877-453-6723). Below the header, a large dark banner features multiple lines of white, slightly blurred code snippets. Overlaid on this banner is a call-to-action button containing the text "Together, let's do great things". The overall theme is professional and technology-oriented.

KFORCE SM

FIND WORK ▾ SOLUTIONS ▾ KNOWLEDGE CENTER ▾ ABOUT ▾ FIND AN OFFICE

1-877-453-6723

f t q

Strength in unity.
Purpose in progress.
Innovation for your future.

Together, let's do great things

OK, OK 1 MORE

We'll run it locally, but the link to the video is
[on YouTube as well](#)

SHOW OFF THINGS

Company Logo Feature User Examples Pricing Resources Docs GET STARTED

Title copy goes here

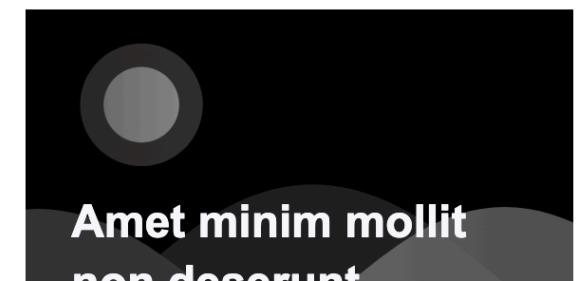
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GET STARTED

Arise Health OE 2020INC THE PAAK Ephcient® TOOGETHER

Slideshow gallery
section title goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tincidunt sagittis eros. Quisque quis euismod lorem.



Amet minim mollit
non deserunt



Amet minim mollit
non deserunt

LET'S CREATE

WEBFLOW

RELUME

Relume is solving a real problem for people who have an idea that they want to turn into a web UI.

The collage consists of three main images:

- Top Left:** A screenshot of the Webflow Sitemap feature. It shows a hierarchical tree structure for a "Home" page, which includes sections like "Navbar", "Hero Header Section", "How It Works Section", "Feature Section", "CTA Section", and "Blog List Section". Below this are "Page 2" and "Page 3".
- Top Right:** A screenshot of the "Generate New Sitemap" dialog box. It includes fields for "Company description" (with a placeholder "Describe the company in a sentence or two"), "Number of pages" (set to "5-10"), and a "Generate" button.
- Bottom Right:** A screenshot of a landing page for "Unlock Your Potential". The page features a large blue background area with white text that reads "WE'LL NEED A VOLUNTEER NOW". Above this, there's a navigation bar with "Explore Courses", "About Us", and "Resources" links, and a "Logo" placeholder. Below the main heading are "Empower" and "Unlock Your Potential" sections, each with a "Learn More" and "Sign Up" button. A sidebar on the right contains a "Explore Our Courses" section with a descriptive paragraph about data science courses.



— DAN

As a thank you for listening to me ramble on, here's a \$50 discount code to the conf.

[https://ti.to/front-end-conf/
2024/discount/tampa-devs](https://ti.to/front-end-conf/2024/discount/tampa-devs)



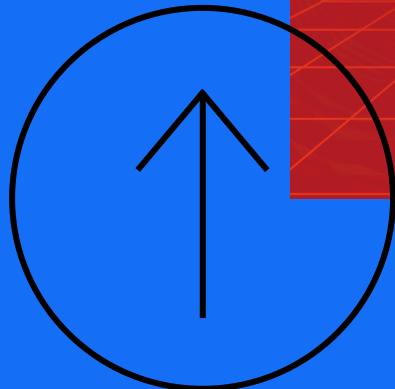
TAMPA DEVS

April 25-26

Palladium Theater, St. Petersburg, FL

Two days of talks about front-end design and development in a beautiful city with wonderful people.

Register Now for \$299



THANK YOU