

# Edgardo Gonzalez

E-commerce | CRO | Landing Pages | Design Systems | UX Research

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## PROFESSIONAL SUMMARY

UX/UI Designer with 4+ years of experience designing and optimizing conversion-focused web experiences for e-commerce, SaaS, and marketing-driven platforms.

Strong background in building high-converting landing pages, improving user journeys through data-driven UX decisions, and collaborating closely with CRO, marketing, and development teams.

Experienced in translating business and marketing goals into intuitive interfaces, wireframes, prototypes, and scalable design systems, with hands-on implementation awareness in HTML and CSS, enabling effective collaboration with development teams.

Proven ability to work in remote, cross-functional teams and iterate designs based on usability testing, analytics, and A/B testing insights.

## AREAS OF EXPERTISE

UX/UI & CONVERSION DESIGN	User Research & Behavior Analysis	User Flows & Journey Mapping	Wireframing & Prototyping (Figma)
	Landing Page Design (CRO-driven)	Responsive & Mobile-First Design	Design Systems & Style Guides
CRO & Optimization	Conversion-Focused UI Design	A/B Testing Support	Data-informed Design Decisions
COLLABORATION	CRO & Marketing Alignment	Developer Handoff & QA	Stakeholder Communication
PROFESSIONAL SKILLS	Communication	Teamwork	Time Management
	Flexibility	Detail Oriented	Project Management
	Creativity	Analytical	Team Management
	Problem Solving	Accountability	Highly Sociable
TECHNICAL FOUNDATION	Angular HTML5	CMS Development	UX/UI Expert
	Component-based UI implementation	Design-to-dev handoff	Code Optimization
	HubSpot CRM	HubL Development	Reusable Components

# EDUCATION

**Bachelor in Computer Science**, Universidad José Antonio Páez, **2016-2023**

## PROFESSIONAL EXPERIENCE

**Frontend Development | IT Support**, Negocios Electrónicos | Valencia, VE

**02/2018 to 05/2019**

Developed and launched multiple CMS-based websites, leveraging Angular and AWS technologies, resulting in a 40% increase in website traffic and around 25% boost in user engagement metrics. Supported the design and maintenance of CMS-based websites with a focus on usability, responsiveness, and user engagement.

- Legacy code improvement.
- Agile environment
- Technical Support
- CRM configuration

**Webmaster**, Criptoguerreros | Valencia, VE

**06/2019 to 01/2020**

Developed and enhanced a web platform for cryptocurrency trading education using WordPress and HTML5, resulting in improved user experience and engagement. Successfully advocated for an upgrade from the outdated platform, gaining access to necessary resources from the team to achieve this ambitious project.

- Platform modernization
- Responsive design
- Cross-functional collaboration
- User experience optimization

**Web Developer**, UniBlock | Remote

**02/2019 to 02/2021**

Built web components using HTML5 and WordPress to enhance functionality and user experience for blockchain-related projects. Gained knowledge in the Internet of Things and blockchain concept so that they could be implemented in said web solutions.

- Blockchain
- Ethereum
- CMS
- UX/UI

**UX/UI Expert**, PixelUniverse+ | Remote

**08/2021 to 06/2022**

The company specializes in providing advice, creating progressive web apps, and creating effective marketing plans for start-ups and new companies. Here, my duties included creating sleek, contemporary web applications that increased total visitor engagement and lead generation rates by up to 30% after using our marketing techniques.

- Designed conversion-focused user interfaces and landing pages for startups and early-stage digital products.
- Created wireframes, user flows, and high-fidelity prototypes to improve onboarding and lead generation funnels.
- Collaborated with marketing teams to align UX decisions with campaign objectives.
- Improved overall user engagement and lead conversion rates by up to **30%** through iterative UI improvements and usability-driven design.
- Frontend Development.
- Quality Assurance.
- Marketing Campaigns
- UX/UI Design.

**Operations Coordinator | QA Specialist | Product Analyst, NPHub | Remote****07/2022 to 09/2023**

Successfully navigated the unique challenges of the healthcare industry, leveraging problem-solving skills and project management expertise to drive the organization's mission of improving the US healthcare system.

**Key Achievements & Responsibilities:**

- Implemented automated testing protocols that reduced regression testing time by 20% with Zapier.
- Developed comprehensive test cases covering nearly 100% of critical user workflows.
- Reduced production bugs through rigorous testing methodologies and being meticulous.

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|-----------------------|------------------------|----------------------|--------------------------------|
| • Process automation. | • Quality Assurance.   | • Project planning.  | • Manual and automated testing |
| • Conversion rates.   | • Collaboration tools. | • Report generation. | • Agile environment.           |
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**Frontend Development | UX/UI Expert | HubSpot Consultant, BlueNose | Remote****02/2024 - Currently**

As a Frontend Developer specializing in Angular and Node.js, I have successfully integrated multiple legacy projects into a singular application. This achievement streamlined operations and enhanced user experience. I often faced challenges such as working with legacy code and communicating with non-tech-savvy clients. To overcome these, I invested time in researching code optimization and UI improvements. I also focused on effective communication, gathering information to suggest practical enhancements. My role involves a mixture of developing CRM solutions and assisting customers with daily issues, spanning industries like non-profit organizations, universities, and marketing agencies, and working in tailored web solutions for our consulting clients.

**Key Achievements & Responsibilities:**

- Designed and optimized UX/UI for CRM-driven and marketing-oriented web platforms across multiple industries.
- Built and improved landing pages aligned with conversion goals and client marketing strategies.
- Worked closely with CRO and marketing stakeholders to identify UX bottlenecks and propose design improvements.
- Ensured responsive, consistent UI implementation across devices through collaboration with development teams.
- Iterated designs based on user feedback, analytics insights, and real-world usage patterns.

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|------------------------|--------------------------|---------------------|-----------------------|
| • Technical Expertise  | • Industry Experience    | • Problem Solving   | • Customer Support    |
| • Communication Skills | • Asana                  | • Teamwork          | • Collaboration       |
| • Project Management   | • Component Optimization | • Responsive Design | • Continuous Learning |
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