



Jordi A. Paradelo Palazzo

WEB DESIGNER

DEG. GRAPHIC DESIGN

Profile

Senior Web Designer & UX/UI Designer with 8+ years of experience designing high-converting websites, SaaS platforms, landing pages, and digital experiences. Specialized in Webflow development, UX design, frontend implementation, SEO optimization, and marketing-focused design systems.

Experienced working with international startups, agencies, and technology companies.

Contact

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Portfolio

<https://jordiparadelo.com>

Experience

Web Designer & Marketing Content Specialist - Revieve

Apr 2025 – Apr 2026

- Manage and optimize the company website in Webflow, ensuring a consistent and scalable digital presence.
- Design and develop landing pages and marketing assets that support lead generation and product campaigns.
- Implement SEO best practices and website improvements to enhance visibility, performance, and user experience.
- Collaborate with marketing and product teams to deliver branded digital experiences across multiple channels.

Web Designer - Commute

May 2022 – Apr 2025

- Designed and developed responsive websites and landing pages for clients across various industries using Webflow.
- Created wireframes, prototypes, and high-fidelity designs in Figma to support user-centered solutions.
- Built and maintained CMS-driven websites, enabling efficient content management and scalability.
- Worked closely with stakeholders to translate business goals into effective digital experiences.

UX/UI Designer - Scandinavian Travel

Apr 2022 – Jul 2022

- Designed user interfaces for web-based travel and tourism platforms, focusing on usability and accessibility.
- Conducted UX research and competitor analysis to inform design decisions and product improvements.
- Created wireframes, user flows, and interactive prototypes to validate concepts and user journeys.
- Collaborated with stakeholders and developers to deliver intuitive and responsive digital experiences.

UX/UI Designer - Avantio

Apr 2019 – Mar 2022

- Designed and improved websites and digital products for vacation rental and tourism businesses.
- Developed reusable UI components and design system guidelines to ensure consistency across products.
- Performed website audits to identify usability, accessibility, and conversion optimization opportunities.
- Partnered with product and development teams to deliver scalable and user-centered solutions.

UX/UI Designer - Mobext Havas Media

Sep 2017 – Jan 2019

- Designed digital experiences, interfaces, and marketing assets for international brands and advertising campaigns.
- Collaborated with multidisciplinary teams to create engaging user experiences across web and mobile platforms.
- Produced branding and visual communication materials aligned with client objectives and corporate identity standards.
- Contributed to concept development, prototyping, and campaign execution for a variety of digital initiatives.

Skills

Design

UX Design , UI Design , User Research, Design Systems, Interaction Design

Development

HTML/CSS/JS, Responsive Design, Webflow Development, WordPress Development, REST API, Frontend Development

Platforms

Webflow, Figma, WordPress, CMS Management

Marketing

SEO, Landing Page Optimization, Marketing Design

Languages

Spanish

Native Speaker

English

Professional Proficiency - B2

Education

Graphic Design Degree

Universidad de Belgrano | 2010–2015

UX & Interaction Design (IXD)

Universidad Tecnológica Nacional | 2017–2019

Web Development Certification

CoderHouse | 2017