



Kevin Dela Cruz

Web UX/UI Designer

**Location:**

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SKILLS

**WEB DEVELOPMENT**

HTML, CSS, Bootstrap, WordPress (Elementor, Bricks), Webflow, Framer, Adobe Experience Manager (AEM), Contentful, Squarespace, Wix, GoDaddy, Shopify, WooCommerce

**UI/UX DESIGN**

Figma, Adobe XD, Miro, prototyping, wireframing, user flows, research interviews, usability testing, information architecture

**GRAPHIC DESIGN**

Illustrator, InDesign, Canva, Affinity Photo + Designer

**PHOTO + VIDEO**

Photoshop, Lightroom, Premiere Pro, Final Cut Pro, Photomator, Pixelmator

**ANALYTICS + SEO**

Google Analytics, Tag Manager, UTMs, Google My Business, Hotjar, Yoast SEO

**PROJECT MANAGEMENT + COLLABORATION TOOLS**

Notion, Workfront, Jira, Trello

SUMMARY

Creative results-driven Web UX/UI Designer with almost 10 years of experience in designing and developing user-friendly websites. Proven track record in enhancing user engagement and improving SEO metrics through thoughtful UX/UI practices and collaborative projects.

EXPERIENCE

Website Builder, Gilleard Marketing

Mar. 2025 – Present

- Designed and developed several websites for various clients in the dental industry, creating an increase in site traffic and leads
- Brought valuable creative input for the design director from website mockups to branding assets
- Utilized best UX/UI and accessibility practices to digital interfaces to provide a consistent and inclusive experience

Web UX/UI Designer, Freelance

Jan. 2020 – Present

- Collaborated with over 20 clients across industries to deliver high-quality, custom web solutions that boosted brand engagement and online visibility
- Utilized UI/UX design practices for websites for developers and content managers to implement
- Created digital graphics such as logos/brands, banners, flyers, cards, etc. to help businesses build their brand identity

Web Designer II, Glidewell Dental

Sep. 2021 – Sep. 2024

- Built emails, landing pages, and websites for several clients utilizing best UI/UX practices, resulting in over 8,000 new leads
- Redesigned several websites, such as Glidewell Symposium, which resulted in a 400%+ increase in engagement and 200%+ year-over-year SEO improvement
- Conceptualized specific customer-facing features, such as an events calendar, an ROI calculator, and a product workflow page
- Led a successful team migration of the main Glidewell website to AEM that involved over 2,000 pages
- Helped rebrand and localize 3 Latin American websites to reach target audiences in the region

Web/Graphic Designer, Weelhaus

Apr. 2018 – Jan. 2020

- Co-founded a digital marketing agency as part of a team that built websites, managed hosting & SEO, and designed visuals
- Worked with various industries, from a dessert shop redesign to building an e-commerce site for a construction company
- Effectively and regularly communicated with the lead developer in translating designs into usable code components

EDUCATION

- Associates in Web Authoring, Irvine Valley College**
2014-2016
- Google UX Design Certificate, Coursera**
2021-2022