

Augusto Londoño

Webflow Developer & Designer

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Professional Summary

Specialized Webflow Developer with 5+ years of web development expertise and 10+ years of graphic design background, delivering high-converting responsive websites and landing pages for agencies and marketing teams. Proven track record in custom code implementation, CMS development, and technical SEO optimization. Experienced in translating design concepts into performance-optimized websites while collaborating directly with clients and cross-functional teams to meet business objectives.

Core Technical Skills

Main Stack

- **Webflow** - Advanced development and design
- **Figma** - UI/UX design and prototyping
- **Client-First** - Webflow development methodology
- **Attributes** - Finsweet's Attributes library for advanced Webflow functionality
- **Swiper** - Interactive slider implementations
- **Zapier** - Automation and integrations
- **Claude** - AI-powered development assistance

Additional Tools & Platforms

- **Relume** - Design system and component library
- **VWO** - A/B testing and conversion optimization
- **Mailchimp** - Email marketing automation
- **HubSpot** - CRM and marketing automation

- **Customer.io** - Customer messaging platform
- **Google Tag Manager** - Analytics and tracking
- **Google Analytics** - Web analytics and insights
- **Adobe Creative Suite** - Design and creative tools

Technical Capabilities

- **Custom Code Implementation** - CSS and JavaScript for enhanced functionality
- **CMS Development & Management** - Blogs, testimonials, team pages, events, dynamic content, and custom CMS architecture design
- **Technical SEO Optimization** - Image optimization, semantic HTML structure, alt text implementation, WCAG color contrast compliance

Languages

- **English** - Full Professional Proficiency
 - **Spanish** - Native
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Key Expertise Areas

- **Conversion Rate Optimization (CRO)** - Advanced testing and optimization strategies
 - **Marketing Automation** - Multi-platform integration and workflow design
 - **Responsive Web Design** - Mobile-first development approach
 - **SEO Implementation** - Technical and content optimization
 - **Team Leadership** - Cross-functional team management and mentoring
 - **Client Relations** - Stakeholder communication and project management
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Professional Experience

Gold Media Tech

Webflow Developer | *September 2024 - August 2025 (1 year)*

Growth Team Webflow Developer at a Mental Health Startup.

DesignGood

Webflow Designer (Freelance) | *September 2024 - November 2024 (3 months)*

The Raw Office

Graphic Designer & Webflow Developer (Freelance) | *August 2023 - November 2023 (4 months)*

Lean Solutions Group

Total tenure: 6 years 1 month

Web Development Director | *February 2023 - September 2024 (1 year 8 months)*
Colombia

Marketing Manager | *August 2020 - February 2023 (2 years 7 months)*
Barranquilla, Atlántico, Colombia

Led technical implementation of marketing websites using Webflow, integrated HubSpot CRM with custom forms, implemented Google Analytics tracking and conversion optimization strategies. Collaborated closely with designers, art directors, and marketing directors to ensure seamless project delivery and client satisfaction.

- Team leadership and cross-functional collaboration
- HubSpot CRM integration and management
- Google Analytics setup and performance optimization
- WordPress development and website maintenance
- Webflow development with cross-browser compatibility
- Adobe Creative Cloud projects and client collaboration

Marketing Supervisor | *September 2019 - August 2020 (1 year)*
Barranquilla

Promoted to lead marketing initiatives and technical implementations across all company branches. Collaborated with designers, art directors, and marketing directors to deliver comprehensive digital solutions and manage cross-functional teams.

- Team leadership and management across multiple locations
- Technical project coordination for new office implementations
- Cross-departmental collaboration and task delegation
- Vendor negotiation and procurement process optimization
- Client collaboration and project delivery management

Senior Graphic Designer | *September 2018 - September 2019 (1 year 1 month)*
Barranquilla

Comprehensive digital marketing and technical implementation role with focus on web development and client collaboration:

- Social media content creation and scheduling for Colombia market
- Facebook Ads campaign management with cross-browser compatibility
- Social media community management and client communication
- Event marketing coordination and technical implementation
- Design artwork creation with seamless project delivery
- Website maintenance and performance optimization

Method Procurement Technologies

Webflow Developer | *June 2022 - August 2022 (3 months)*

Webflow Developer for methodusa.com

Clínica Portoazul S.A.

Graphic Designer | *May 2018 - September 2018 (5 months)*

Social media designer and internal email designer.

Life Suministros Medicos

Graphic Designer | *March 2016 - November 2017 (1 year 9 months)*

Barranquilla

- Web designer for company allies: norstraynuart.com and medicalhospitalcare.com
- Created web catalogs for medical products
- Product packaging design and commercial catalog development
- Managed commercial and internal marketing materials for star products like CareSense

La Ola Caribe Magazine

Graphic and Editorial Designer | *January 2013 - March 2016 (3 years 3 months)*

Barranquilla

Led the visual evolution of the magazine from issue 51 to 85, developing unique graphic styles for each section based on content themes and implementing comprehensive visual improvements over time.

La esquina del cine

Graphic Designer | *February 2011 - December 2011 (11 months)*

Barranquilla

Junior editor for the corporate video "Sabor Barranquilla 2011"

Education & Certifications

Master's Degree

ESdesign Escuela Superior de Diseño de Barcelona

Master's in UX/UI Design | *November 2023 - November 2024*

Professional Development

Universidad del Norte

Marketing Diploma | *2018*

Bachelor's Degree

Universidad del Norte

Graphic Design | *2007 - 2014*

Professional Certifications

- **Webflow CMS Certification Exam**
- **Webflow 101 Certification**
- **Next-Level Web Design Certification**