

# Karol Truszczyński

Webflow Developer

## Contact

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## Portfolio

[karoltruszczyński.com](http://karoltruszczyński.com)

## About

Versatile Webflow Developer with practical experience in designing and developing fully functional, visually engaging websites customized to meet client goals. Skilled in maximizing Webflow's capabilities - from custom CMS structures and responsive layouts to advanced animations and third-party integrations. Adept at turning creative concepts into fast, user-friendly digital experiences. Proficient in Figma, Webflow CMS, and custom code integrations to build polished, scalable websites for a wide range of industries.

## Tools

Figma  
Webflow  
Custom integrations  
HTML, CSS, Javascript  
ChatGPT, Claude AI  
Webflow CMS  
Webflow interactions

## Skills

Webflow Proficiency – Extensive experience with designing and developing responsive websites using Webflow's visual editor and CMS, as well as custom integrations.  
Custom Interactions & Animations – Skilled in creating advanced animations and interactions using Webflow's built-in tools, ensuring a seamless user experience.  
Responsive Design – Strong understanding of responsive design principles and ability to optimize websites for various screen sizes and devices using Webflow's layout tools.  
SEO Optimization in Webflow – Proficient in implementing on-page SEO best practices within Webflow, including meta tags, alt text, structured data, and canonical URLs.  
Fast learner, adaptable to new tools, integrations, and design challenges.

## Experience

11.2024 - present

### Freelance Webflow Developer

Focused on building and developing websites in Webflow, delivering high-quality, responsive, and visually consistent results. Worked with various agencies and individual clients to turn their designs and concepts into fully functional websites, ensuring precision, performance, and brand alignment. Occasionally contributed to design improvements and layout refinements to enhance user experience. Gained extensive experience across diverse industries and workflows, earning Top Rated status on freelancing platform Upwork.

02.2024 - present | Dreamer Studio

### Webflow Developer & UX/UI Designer

Focused on designing and developing websites using Figma and Webflow. Demonstrated expertise in creating visually appealing, user-friendly sites with Webflow's advanced tools, incorporating smooth animations to enhance user experience. Utilized basic coding in HTML and JavaScript to customize functionality and refine design elements. Applied design principles, responsive techniques, and SEO best practices to craft seamless, engaging websites that attract high-quality traffic, improve search engine rankings, and ensure a strong online presence for clients.

#### Responsibilities:

Webflow Development and Design – Creating and optimizing websites and landing pages using Webflow, including responsive design and interactions.  
SEO Optimization – Implementing both On-Page and Off-Page SEO strategies to enhance visibility and rankings.

Collaboration with Marketing Team – Aligning web development and design efforts with marketing goals to ensure a cohesive strategy.

Client and Vendor Communication – Managing communication with clients and coordinating with external vendors to ensure project alignment.

Low and High-Fidelity Designs – Collaborating with UX/UI designers to create both low and high-fidelity designs that guide development.

06.2023 - 01.2024 | Galon Oleje

### E-Commerce Product Listing & Optimization Specialist

Listing products on eCommerce platforms and auction portals like PrestaShop, and Allegro, with work involving the optimization of each listing to enhance search visibility, leading to increased sales and customer engagement. Responsible for creating compelling, keyword-rich product descriptions and titles, with a focus on highlighting key features and benefits to attract buyers and improve search engine rankings.

#### Responsibilities:

Product Listing Management incl. managing and optimizing product listings across ecommerce platforms and auction portals.

Product photography & Editing - capturing high-quality images and performing editing to ensure visual appeal and consistency.

Creating product descriptions and titles that adhere to SEO best practices to enhance visibility and drive traffic.

06.2023 - 01.2024 | Galon Oleje

### Digital Marketing (Bachelor's degree)

09.2019 - 05.2023 | Technikum no. 1 Białystok

### Graphics & Digital Printing

## Languages

Polish (native)

English ('fluent')

Spanish (basics)