

Armando Rangel

Senior Webflow Developer and UI/UX Designer with 10+ years of experience building high-performance marketing websites for SaaS companies. Proven ability to bridge design and development to launch fast, optimize performance, and support growth marketing initiatives.

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EXPERIENCE

RemoFirst, San Francisco, CA (Remote) *Web and Marketing Designer*

JULY 2023 - PRESENT

- Led end-to-end rebuild of core SaaS marketing site using Webflow
- Architected scalable CMS structure for marketing and content teams
- Created comprehensive design systems in Figma for consistent brand execution
- Built high-conversion landing pages for paid acquisition campaigns
- Supported the marketing team with rapid page launches
- Maintained responsive, accessible, and SEO-optimized components

Mutarex Digital, Farmington Hills, MI (Remote) *Senior Web Designer & Developer*

JUNE 2021 - MAY 2023

- Designed and developed Webflow marketing sites for SaaS clients
- Built interactive prototypes and user flows in Figma
- Implemented SEO best practices across Webflow builds
- Developed reusable component systems for faster production
- Collaborated with marketing teams to improve conversion rates

Avanti Way Realty, Doral, FL (Remote) — *Senior Graphic Web Designer*

SEPTEMBER 2019 - MAY 2021

- Designed and developed high-conversion landing pages in Webflow
- Created UI components for the internal marketing platform
- Built reusable templates for realtor marketing campaigns
- Implemented mobile-first responsive design workflows

EDUCATION

Caracas Design Institute, Caracas, Venezuela *Bachelor of Arts (BA)*

Ability English, Melbourne, Australia *English Course*

SKILLS

Webflow Development

Webflow CMS

Figma

Design Systems

SaaS Marketing Websites

UI/UX Design

Responsive Design

Conversion Optimization

SEO

PageSpeed Optimization

Client-First Methodology

Marketing Design

CERTIFICATIONS

Webflow 101

Figma UI/UX Design Essentials

UX Design Fundamentals

LANGUAGES

Spanish - Native

English - Fluent

Italian - Basic