

MARINA CANALIS

WEBSITE DESIGNER · WEBFLOW DEVELOPER

+39 379 1133494 | mc.design@email.com | mc-design.site | Sassari, Sardinia, Italy · Open to Remote

PROFILE

Website designer and Webflow developer with four years of dedicated Webflow/UX experience layered on a longer background in graphic design and prepress. I design and build responsive, SEO-optimised websites end-to-end — from Figma wireframe to a launch-ready CMS build — for B2B, venue, personal-brand and corporate clients. Native Italian speaker with advanced English and fluent French, currently expanding into an AI-augmented design workflow (Claude, v0, Lovable) to prototype and ship faster without sacrificing craft.

CORE SKILLS

Design & Prototyping

- Figma (wireframes to high-fidelity UI)
- Relume (design systems)
- Adobe Photoshop / Photopea
- Adobe Illustrator & InDesign
- Canva

SEO & Performance

- Google Search Console & PageSpeed
- Technical & on-page SEO
- Internal linking strategy
- UX/UI audits

Webflow & Development

- Webflow CMS & Ecommerce
- Finsweet attributes & custom code
- Webflow animations & interactions
- Shopify
- Responsive / cross-device builds

Ways of Working

- AI-assisted prototyping (Claude, v0, Lovable)
- Client discovery, scoping & Calendly-led onboarding
- Multilingual client delivery (IT/EN/FR)

SELECTED PROJECTS

Kate Tojeiro — Designed and developed the Kate Tojeiro portfolio website from scratch in Webflow, with a bespoke digital experience tailored to showcase creative work and personal branding. Crafted the full visual design, site architecture, and responsive layouts, incorporating subtle animations and interactions to deliver a polished, engaging user experience across all devices.

Solendra Golf — Built and optimized the Solendra Golf website using Webflow, leveraging its CMS to manage dynamic content and blog publishing. Implemented SEO best practices and a strategic internal linking structure across pages and articles to improve search visibility, user navigation, and content discoverability.

Eleven Bibury — Built the Eleven Bibury website entirely in Webflow, building the full site structure with custom animations, interactions, and responsive layouts. Implemented a CMS-driven setup to manage dynamic content efficiently, ensuring a scalable, engaging, and user-friendly experience across devices.

We Are TPG — Redesigned this corporate site in Webflow with a scalable CMS for case studies and insights, then layered in technical SEO and internal-linking structure to lift search performance and content discoverability.

Digital Oversight — Built the CMS architecture for an AI governance and compliance platform, structuring content relationships and internal links across pages and articles to improve organic visibility.

Larkspur Lodge — Migrated a premium wedding-venue site from WordPress to Webflow, rebuilding layouts, interactions and site structure for better performance and user experience.

Full case studies and additional client work (BMSI, Glossop Market Hall, Magni-Fire, Minibus, and others) at mc-design.site.

PROFESSIONAL EXPERIENCE

Web Designer & Webflow Developer · Childsey (Remote) 2023 – July 2026

- Design and build client sites end-to-end in Webflow, from Figma wireframes through to launch, covering layout, CMS structure and custom animations.

- Run technical SEO passes on every build — Google Search Console setup, on-page optimisation and speed tuning — so sites are ready to rank from day one.
- Own responsive QA across breakpoints, catching layout and UX issues before handoff to reduce post-launch fixes.
- Work directly with Shopify integrations where builds require ecommerce functionality alongside the core Webflow site.

Freelance Web Designer & Webflow Developer • **Mcdesign** 2019 – 2022

- Deliver full-cycle freelance projects — discovery, Figma design, Webflow build, SEO and responsive optimisation — for clients across B2B, venue, personal-brand and corporate sectors.
- Manage client relationships directly in Italian, English and French, widening the pool of clients I can serve without a translator or intermediary.
- Maintain a personal portfolio and case-study site (mc-design.site) to showcase completed builds and streamline new-client onboarding.
- Independently scoped and built a CMS-driven affiliate site for the golf tourism niche (Solendra Golf) — a project that sharpened my due-diligence process for vetting monetisation partners before committing development time.

Prepress Technician • **Blissetts** London • 2018

- Prepared and corrected print-ready files in Adobe InDesign and Photoshop for a high-volume commercial print environment.
- Verified CMYK colour accuracy, bleeds, crop marks and DPI to eliminate reprints and keep jobs on tight production schedules.

Web & Graphic Designer • **Televideocom** Italy • 2010

- Designed functional website mockups and produced in-house graphic design collateral for a regional media company.

CERTIFICATIONS & EDUCATION

- **Webflow Expert Certification** — 101, Layouts I & II, CMS Level 1, Experts Certification • Webflow University • 2024
- **Figma to Webflow: Complete Professional Course** — Udemy • 2022
- **Adobe Creative Suite for Graphic Designers** — City Lit, London • 2010
- **Diploma, Graphic Design & Photography** — Art Institute, Italy • 1997

LANGUAGES

Italian - Native • **English** - Advanced • **French** - Fluent

BEYOND THE BRIEF

Freehand drawing, painting and mosaic art feed directly into my visual design sense; I also read and write about faith, psychology and personal growth, which shapes my eye for tone-of-voice-driven, human-centred brand sites.