



MARINA CANALIS

Senior WebFlow Developer • UI/UX Designer • Technical SEO

+39 379 1133494 | mc.design@email.com | mc-design.site | Italy • Open to Remote

PROFILE

WebFlow Developer and UI Designer with over 20 years of experience in digital design and 4+ years specialising in WebFlow development. I enjoy building scalable digital experiences that combine thoughtful design with clean, maintainable development. Having worked with agencies and international teams across Italy, the UK and France, I thrive in collaborative environments where I can contribute across the full product lifecycle, from Figma design and CMS architecture to technical SEO, performance optimisation and launch. Colleagues describe me as proactive, reliable and detail-oriented, and I enjoy continuously learning new technologies that help teams build better products.

CORE SKILLS

WebFlow Development

- Advanced WebFlow Development
- CMS Architecture
- Components & Variables
- Responsive Development
- WebFlow Animations
- Finsweet Attributes
- Custom Code (HTML, CSS, JavaScript)
- Third-party Integrations
- Accessibility (WCAG)

Technical SEO & Performance

- Technical SEO
- Core Web Vitals
- Structured Data (Schema)
- Google Search Console
- PageSpeed Optimisation
- Image & Font Optimisation
- Internal Linking Strategy
- Accessibility Audits

UI / UX Design

- Figma Layout Design
- Wireframing & Prototyping
- Design Systems
- Relume Components
- Responsive UI Design
- User Experience Design
- Media optimisation

AI & Search Optimisation

- ChatGPT
- Claude
- AI-Assisted Development
- Prompt Engineering
- Answer Engine Optimisation (AEO)
- AI Content Optimisation

SELECTED PROJECTS

Eleven Bibury

Role: Webflow Development • CMS Architecture • Custom Animations

Designed and developed the complete website in Webflow, creating a scalable CMS architecture, responsive layouts, and custom animations to deliver a polished, high-performing user experience across all devices.

We Are TPG

Role: Webflow Development • Technical SEO • CMS Implementation

Redesigned the corporate website in Webflow, implementing a scalable CMS, technical SEO, and internal linking strategy to improve content discoverability and search performance.

Digital Oversight

Role: CMS Architecture • Technical SEO • Information Architecture

Built the CMS architecture for an AI governance platform, designing scalable content relationships and an SEO-friendly site structure to improve content management and organic visibility.

Larkspur Lodge

Role: WordPress Migration • Webflow Development • Performance Optimisation

Migrated a premium wedding venue website from WordPress to Webflow, rebuilding the site with responsive layouts, CMS integration, and performance improvements for a faster, more maintainable experience.

Kate Tojeiro

Role: UI/UX Design • Webflow Development • Personal Branding

Designed and developed a bespoke portfolio website from concept to launch, combining custom UI design, responsive layouts, subtle animations, and a strong focus on personal branding.

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

PROFESSIONAL EXPERIENCE

Webflow Developer & UI Designer • Childsey (Remote) | UK 2022 – 2026

- Delivered end-to-end Webflow websites, transforming Figma designs into scalable, production-ready digital experiences.
- Developed CMS architectures, custom interactions and integrations for corporate, SaaS and marketing websites.
- Improved technical SEO, Core Web Vitals and accessibility to deliver fast, user-friendly websites.
- Collaborated with designers, marketers and project managers in a fully remote, agile environment.

Freelance Webflow Developer & UI Designer • Mcdesign (Remote) | Europe 2018 – 2022

- Delivered custom Webflow websites from discovery and UI design through development, SEO and launch.
- Built responsive, CMS-driven websites for B2B, hospitality, corporate and personal brand clients.
- Managed projects independently, collaborating with multilingual clients across English, Italian and French markets.
- Focused on scalable architecture, performance optimisation and intuitive user experiences.

Prepress Technician • Blissetts | UK 2016 · 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.

Reprographics Specialist • Xerox | UK 2010 · 2016

- Delivered high-quality digital print production in a fast-paced environment.
- Advised clients on technical requirements, production workflows and deadlines.
- Collaborated with cross-functional teams to ensure efficient project delivery.

Web & Graphic Designer • Televideocom | Italy · 2006 - 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

Graphic Design & Photography Diploma — Art Institute, Italy · 1997

LANGUAGES

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

PROFESSIONAL STRENGTHS

Proactive and self-motivated • Strong attention to detail • Collaborative team player • Product mindset • Continuous learner • Reliable under deadlines