

Katia Reis

Web Developer & Visual Designer (WordPress + Elementor PRO)

📍 Sao Paulo, SP, Brazil | ✉️ devk@katiareis.com.br | 📞 +55 (11) 93075-2218

🔗 katiareis.com.br | 🌐 [LinkedIn/KatiaReis](https://www.linkedin.com/company/KatiaReis) | 🎨 [Behance Portfolio](#) | 💻 [\[GitHub Profile\]](#)

PROFESSIONAL SUMMARY

Detail-oriented **WordPress Web Designer & Front-End Developer** with over 3+ years of experience specializing in the WordPress ecosystem, **Elementor PRO**, and **WooCommerce**. Proven track record of translating complex Figma designs into fast, fully responsive, pixel-perfect, and conversion-focused websites. Combines strong UI/UX principles with technical autonomy in HTML, custom CSS, and cloud hosting management. Fluent in English and comfortable working in American business environments, seeking a long-term, full-time remote role with flexible hours.

CORE COMPETENCIES & SKILLS

- **CMS & Page Builders:** WordPress, Elementor PRO, WooCommerce, Advanced Custom Fields (ACF).
- **Design & UI/UX:** Figma, Responsive Design, Wireframing, Prototyping, Canva, Photoshop.
- **Front-End Development:** Semantic HTML5, Custom CSS (Flexbox/Grid), JavaScript, PHP for WordPress.
- **Performance & SEO:** On-Page SEO, Google Search Console, Site Speed Optimization, Conversion Rate Optimization (CRO).
- **Hosting & Infrastructure:** Cloud Server Management (Hostinger), Domain Setup, Security Monitoring, Site Backups.
- **Tools & Integrations:** Git, GitHub, GoHighLevel (GHL) Marketing Automations, Custom Pop-ups.

WORK EXPERIENCE

Web Designer & WordPress Developer | *Elevar Tecnologia*

Apr 2023 – Present | São Paulo, Brazil (Remote)

- Build, customize, and maintain high-conversion institutional websites and landing pages using **Elementor PRO** on WordPress.
- Translate complex **Figma** prototypes into functional, responsive, and pixel-perfect layouts.
- Migrate and rebuild legacy web platforms to modern WordPress environments, improving performance and user experience.
- Configure and manage Cloud hosting servers, conducting regular site backups, security checks, and layout bug fixes.
- Integrate marketing automation tools via GoHighLevel (GHL) and build strategic pop-ups to drive lead generation.
- Optimize websites for loading speed, mobile responsiveness, and SEO fundamentals.

Front-End Developer & Web Designer | *Agência Life*

Apr 2022 – Apr 2023 | São Paulo, Brazil

- Developed custom responsive HTML5/CSS3 email marketing templates, ensuring consistent cross-client rendering and deliverability.
- Supported On-Page SEO initiatives by configuring Google Search Console and optimizing site architecture for crawling and indexing.
- Collaborated closely with cross-functional Marketing and Design teams to continuously implement UI/UX improvements.

Web Designer & Low-Code Specialist | *Freelance / Independent Contractor*

2017 – Present | Remote

- End-to-end design and execution of web projects for small businesses, from initial scoping and prototyping to deployment.
- Leveraged AI design tools to accelerate workflows, optimize content creation, and streamline code automation.
- Designed digital marketing assets (banners, ad creative) for paid traffic and social campaigns.

EDUCATION

Associate Degree in Systems Analysis and Development

Federal Institute of Education, Science and Technology of São Paulo (IFSP) | 2026-2028
Expected Graduation: 2028

CERTIFICATIONS & TRAINING

- **UI/UX Design Certificate** – *Origamid*
- **Front-End Development Intensive Training** – *Desprograme Program*
- **Professional Exchange & Digital Marketing/Content Training** – *Belgium (2017)*

LANGUAGES

- **English:** Full Professional Proficiency / Fluent (Capable of leading technical discussions, client communication, and collaborating in US business environments).
- **French:** Intermediate.
- **Spanish:** Basic.