

Marlon Dias

Conversion-Focused Web Designer • UX/UI • CRO • Performance Optimization

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• **Portfolio:** <https://fyw.com.br/> • **LinkedIn:** <https://www.linkedin.com/in/marlonwebdesigner/>

Value Proposition

Work in the creation and optimization of digital experiences with a focus on performance and conversion.

With over 10 years of experience, I develop pages and interfaces that combine UX/UI, CRO, and technical best practices to generate real results.

Core impact:

Improved performance, increased conversion rates, and generation of more qualified leads.

Selected Impact & Metrics

- Improved website performance by up to **50%** (Globalfy redesign)
- Achieved **93–95 PageSpeed scores** across 20+ high-traffic pages
- Contributed to **record-breaking monthly sales** through website-driven funnels (2024)
- Increased email open rates by **82%** and improved CTOR across campaigns
- Delivered **20+ high-converting landing pages** optimized for paid traffic

Experience

Beta Online — Senior Web Designer (2025)

- Owned UX/UI and performance optimization across Curso Beta, Firepay, and Hotwebinar ecosystems
- Designed and deployed high-conversion landing pages for marketing funnels
- Increased conversion rates through speed optimization and UX improvements
- Built scalable design systems for continuous campaign deployment

Globalfy — Senior Web Designer (2023–2024)

- Led full redesign of a multilingual website (EN/PT/ES)
- Improved performance by 50%, reducing load times and bounce rates
- Built conversion-focused landing pages driving consistent monthly lead growth
- Direct contribution to recurring revenue growth via digital channels

DX — Web Designer (2017–2021)

- Designed and optimized conversion-driven landing pages and funnels
- Improved email marketing performance (82% OR increase, higher CTOR)
- Supported growth in sales and lead acquisition through UX improvements

Core Skills

Conversion & Growth: CRO, Funnel Design, Landing Pages, A/B Thinking

UX/UI: User Flows, Wireframes, Prototyping, Design Systems

Web: WordPress (Elementor), Webflow, Framer, HTML, CSS, JavaScript

Tools: Figma, Adobe Suite, After Effects

Performance: PageSpeed, Core Web Vitals, GTmetrix

Education

Bachelor's Degree in Graphic Design — Estácio de Sá University