

Marlon Dias

Senior Web Designer · UX/UI · Graphic Design · CRO & Web Performance

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Professional Summary

Senior Web Designer with 10+ years of experience building conversion- and revenue-driven digital experiences. Specialized in UX/UI, CRO, web performance, and graphic design – working end-to-end from creative concept to production delivery. Proven track record of lead growth, conversion rate improvement, and technical performance optimization for mid-to-large companies, with 300+ projects delivered.

Key Achievements

- 300+ businesses and entrepreneurs served across a 10+ year career
- PageSpeed Score of 93–95 on 20+ live pages – above industry average
- +50% performance improvement on Globalfy's website relaunch, with direct impact on lead quality
- +82% growth in email marketing Open Rate at DX – driven by strategic redesign and campaign segmentation
- Consistent monthly sales records via Globalfy's website throughout 2024, sustained by ongoing UX and conversion improvements
- 3 consecutive months of CTOR growth at DX, translating into increased sales and an expanded lead base

Professional Experience

Senior Web Designer & Founder (Fyw – Dec 2025 – Present | Rio de Janeiro, Brazil · Remote)

- Founded Fyw, a design and web performance studio, leading a team of freelancers to deliver end-to-end projects for brands and entrepreneurs.
- Services include Website Design & Development, High-Converting Landing Pages, UI/UX & Prototyping, Visual Identity & Branding, E-commerce (WooCommerce), and SEO & Web Performance (Core Web Vitals).
- Manage the full project pipeline – from briefing and team coordination to delivery – with a focus on conversion, visual consistency, and technical performance.

Senior Web Designer (Beta Online – Jan 2025 – Sep 2025 | Rio de Janeiro, Brazil · Hybrid)

- Redesigned the main website for Curso Beta and Hotwebinar, delivering modern, conversion-focused layouts aligned with business objectives.
- Optimized performance and load speed across 20+ high-converting landing pages, improving user experience and boosting conversion rates.
- Built scalable design systems in Figma to support ongoing campaigns with visual consistency.

Senior Web Designer (Globalfy – Aug 2023 – Nov 2024 | Orlando, Florida, USA · Remote)

- Led the launch of Globalfy's new website, achieving +50% performance improvement over the previous version.
- Developed user journey-centered design, elevating UI/UX quality and the qualification of generated leads.
- Contributed to consistent monthly sales records via the website throughout nearly every month of 2024.
- Maintained the multilingual site (EN/PT/ES) in WordPress/Elementor using HTML, CSS, and JavaScript for a dynamic, responsive environment.

Designer Gráfico · Web Designer & Founder (DX – Nov 2017 – Aug 2021 | Rio de Janeiro, Brazil · On-site)

- Optimized email marketing campaigns through strategic layout and communication improvements, achieving a +82% increase in Open Rate.
- Drove consistent CTOR growth for 3 consecutive months, generating more sales and expanding the lead base.
- Developed high-converting landing pages and websites in WordPress/Elementor, along with branding assets and organic and paid campaigns.

Designer Gráfico · Artwork Finisher (Gráfica Riomega – Jul 2014 – Oct 2017 | Rio de Janeiro, Brazil · On-site)

- Created brand identities, visual identities, and print layouts, with full file preparation for graphic production.
- Increased team order volume by optimizing the art and print workflow, enabling 24h delivery – a key differentiator that boosted sales.
- Developed motion design and video editing for advertising campaigns.

Technical Skills

- **UX/UI & CRO:** Figma · Design Systems · Wireframes · Prototyping · A/B Testing · Heatmaps · User Flows
- **Dev & Performance:** WordPress (Elementor) · Webflow · Framer · HTML5 · CSS3 · JavaScript · Core Web Vitals · PageSpeed
- **Graphic Design:** Adobe Illustrator · Photoshop · After Effects · Motion Design · Visual Identity · Key Visual
- **Digital Marketing:** Inbound Marketing · Email Marketing · HubSpot · Google Analytics · On-page SEO · Lead Campaigns
- **AI in Workflow:** Creative prompting · Visual production automation · AI-generated asset creation and variation
- **Languages:** Portuguese (native) · English (advanced / B2)

Education & Certifications

- **Bachelor's Degree in Graphic Design:** Estácio de Sá | Mar 2009 – Jun 2013
- **Web Design & UX/UI:** Formação WebP | Jan 2024 – Feb 2025
- **Inbound Marketing:** HubSpot Academy | Jan – Jun 2023
- **Graphic Design:** Alura | Mar 2021 – May 2023