

Marlon Dias

Senior Web Designer focused on revenue-driven digital experiences
(UX/UI • CRO • Performance)

+300 projects delivered • 10+ years experience • Conversion-focused

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



Education

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

Courses

- Web Design & UX/UI - Formation WebP.
- Inbound Marketing - HubSpot Academy.
- Graphic Design - Alura.

Core Skills

Conversion & Revenue: CRO • Funnels • Landing Pages • A/B Testing

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

Development: WordPress (Elementor) • Webflow • Framer • HTML • CSS • JavaScript

Tools: Figma • Illustrator • Photoshop • After Effects

Key Results

- +300 projects delivered
- Up to 50% performance improvement
- 93–95 PageSpeed scores across 20+ pages
- 20+ high-converting landing pages built
- Direct contribution to revenue growth and lead generation

Recent experience

Beta Online — Senior Web Designer (2025)

- Led UX/UI and performance strategy across multiple digital products (Curso Beta, Firepay, Hotwebinar), improving conversion rates and marketing efficiency.
- Designed and deployed high-converting landing pages for marketing funnels, directly impacting lead generation.
- Increased conversion rates through performance optimization and UX improvements.
- Built scalable design systems to support continuous campaign growth.

Globalfy — Senior Web Designer (2023–2024)

- Led the complete redesign of a multilingual website (EN/PT/ES), improving performance by up to 50% and reducing load times.
- Built conversion-focused landing pages driving consistent monthly lead generation.
- Contributed directly to recurring revenue growth through digital channels.

DX — Web Designer (2017–2021)

- Designed and optimized conversion-driven landing pages and funnels.
- Improved email marketing performance (+82% open rate, higher CTOR), increasing engagement and conversions.
- Supported business growth through UX improvements and lead generation strategies.