

Leizyl M. Cruz

Front-End Developer | Web Designer

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Front-end website designer with 5+ years of experience creating responsive WordPress websites using Elementor Pro and Bricks Builder. Skilled in Figma, Photoshop, Canva. Experienced in UI/UX design, funnel optimization, on-page SEO, and client management.

WORK EXPERIENCE

Web Designer & Developer / Project Lead

March 2020 – October 2025

PurpleCow Digital Marketing, Queensland Australia

- Managed multiple website projects from staging to launch, ensuring all layouts matched approved Figma designs.
- Tested websites on desktop, tablet, and mobile to check for layout, responsiveness, and browser issues.
- Compared website builds with Figma designs to ensure accuracy and consistency.
- Oversaw media assets, including images, icons, videos, and graphics, ensuring high-quality implementation.
- Reported and tracked bugs through Google Sheets and ClickUp until fixed.
- Checked accessibility (WCAG) and SEO details like alt tags, heading structure.
- Built and customized WordPress sites using Elementor and Bricks Builder.
- Worked closely with designers and developers to make sure final sites matched designs and worked well.

Freelance Web Designer & Developer

August 2024 – December 2024 & June 2025 – August 2025

Vida Web Design, Queensland Australia

- Designed and implemented websites with a focus on client goals and brand identity.
- Reviewed websites for design accuracy, link functionality, and correct form behavior.
- Reported layout and mobile display issues during testing.
- Maintained clear communication with clients during revisions.

Freelance Web Designer & Developer

January 2025 – June 2025

Chute Media, Pennsylvania USA

- Checked Figma designs against live builds for accuracy.
- Managed content updates and design improvements on WordPress websites.
- Tested websites across devices and browsers for responsiveness.
- Delivered websites ready for client presentation and approval on schedule.

Freelance Web Designer & Developer

May 2024 – March 2025

Obsessive Global, Dubai UAE

- Tested landing pages and websites to ensure proper layout and functionality.
- Coordinated project timelines with clients and ensured final websites met quality standards.

Graphic Designer

April 2019 – March 2020

PurpleCow Digital Marketing, Queensland Australia

- Created visuals and branding materials for marketing campaigns.
- Worked with the web team to maintain design consistency across all digital platforms.

EDUCATION

Tarlac Agricultural University, Tarlac, Philippines
Bachelor of Science in Information Technology

SKILLS & OTHER

Web Design & Development: WordPress, Elementor Pro, Bricks Builder, GHL, HTML5, CSS3, JavaScript, PHP

UI/UX & Conversion Optimization: Wireframing, Prototyping, Responsive Design, Funnel Design

SEO: On-Page SEO

Tools & Assets: Figma, Photoshop, Illustrator, Canva, Rank Math

Project & Client Management: QA Testing, Client Communication, Multi-Project Management, Attention to Detail

Soft Skills: Collaboration, Problem-Solving, Proactive Initiative