Isaque Ariozi

Senior UI/UX Designer · Framer Expert Pro · High-Conversion Pages

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SUMMARY

UI/UX designer with 7 years turning strategy into interface and interface into results. I run projects from discovery to functional prototypes, using generative AI to speed up production without giving up quality. Specialized in high-conversion pages and in lean design teams with high output. Framer Expert Pro, Google Creative Certified and C1 English (EF SET). I combine product vision, hands-on execution in Figma and Framer, stakeholder management and a performance mindset (CRO). I do not deliver pretty screens, I deliver measurable results.

EXPERIENCE

Framer

Feb 2026 to present

Framer Expert Pro · Highest tier of the official Framer Experts program

- **28+ websites built and live in production**, for direct clients and agency partnerships.
- Active client portfolio generating **US$ 1,000+ in recurring subscriptions** on the Framer platform.
- Pro Expert status earned through a proven volume of project handoffs via the platform (curated program, designers hand-selected by Framer).
- Focus on high-performance websites (Core Web Vitals), full responsiveness and technical SEO.
- End-to-end ownership from briefing to handoff: discovery, UI, prototyping, build and delivery.

V4 Company

Aug 2022 to Apr 2026 · 3 yrs 9 mos

The largest marketing consultancy network in Brazil

Design and Operations Coordinator · Remote

Nov 2025 to Apr 2026

- Led a cross-functional team of **8 professionals** (3 designers, 1 copywriter, 1 social media specialist, 1 video editor, 2 account managers and 2 media buyers).
- Operation responsible for a portfolio of **40+ clients**, averaging **R$ 500K in monthly revenue**.
- Scope beyond design: overall coordination of the unit, connecting creative, account and media.
- **Increased client retention** for the unit during the period.
- Implemented internal design processes and improved communication between design, account and client.
- Conceived and produced an **internal app for managing the unit**.
- Standardized processes, ensuring quality and visual consistency across deliverables.

Mid-Level Designer

Aug 2022 to Nov 2025

- 50+ projects delivered in collaboration with the marketing team.
- Built landing pages with conversion rate as the primary KPI. Average of **6% conversion**.
- Data analysis and A/B testing for continuous optimization.
- Co-responsible for **internal recognition from V4 Company** for excellence in marketing and design processes.
- Stakeholder management and strategic presentation of creative proposals.
- Creative production for Google Ads and Meta Ads campaigns.

Marketing Scientist · Lavras, MG (on-site)

Aug 2022 to Nov 2022

- Kickoff meetings, ad creative production and landing pages.
- Weekly results presentations to the clients of the squad.

Maré Alta Charter Náutico Jan 2021 to Dec 2021 · 1 yr

Mid-Level UI/UX Designer

- Designed the interface of the Maré Alta app (live in production).
- Prototyping and presentation of the app sprints.
- Redesigned the sign-up page, focused on increasing conversion rate.
- Collaboration with the development team on technical handoff.

Globe Commerce Feb 2019 to Jan 2021 · 2 yrs

Junior UI/UX Designer

- Designed the 3 best-selling theme lines in Brazil on Loja Integrada (major Brazilian e-commerce platform): Girlboss, Neutral Theme and Girl Fashion.
- Visual and creative leadership during the period when the company was the **market leader in theme sales**.
- Visual assets: branding, social media and sales presentations.

PROFESSIONAL TRAINING

Design Circuit
Full course in UX Design: research, prototyping, user journey and interfaces

LANGUAGES

Portuguese: Native

English: C1 Advanced (EF SET)

CERTIFICATIONS

Framer Expert PRO (Framer)

Google Creative Certified (Google)

UX Design (Design Circuit)

Marketing Scientist (V4 Company)

Logical Thinking

TOC Methodology (Theory of Constraints)

EF SET English Certificate (C1)

STACK & TOOLS

Design: Figma · Framer · Adobe XD · Photoshop · Illustrator · Premiere · After Effects

Web and No-code: Framer

Generative AI: Claude · Claude Code · Gemini · Freepik AI · Nano Banana (image generation) · Kling (video generation)

Methods: Prototyping · User research · A/B testing · CRO · Google Ads · Meta Ads · Stakeholder management