

Pedro Matos

Web designer and low code enthusiast

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PROFESSIONAL EXPERIENCE

Web Designer

Balcão do Emigrante 2024 - Current

- Created custom landing pages using Figma designs and design systems for lead generation, user retention, and content delivery.
- Developed advanced, conditional forms, integrated API calls, and implemented complex automations through tools like Make and Zapier.
- Built and refined code snippets in PHP and JavaScript, incorporating them within WordPress using Elementor and other page builders.
- Leveraged low-code tools (e.g., Flutterflow, Airtable) and built a custom plugin to enhance functionality for a specialized simulator.

Web Master

Nuvens Vivazes 2023 - 2024

- Implemented a comprehensive design system for Nuvens Vivazes, focusing on Wooly, its mattress brand, and developed a Shopify store using Figma-based components to highlight key products.
- Built custom components with LiquidJS and Shopify's framework, enhancing flexibility within the page builder.
- Leveraged tools like Google Analytics, Google Tag Manager, and Facebook Pixel to analyze customer behavior, track triggers, and optimize metrics for purchases, page speed, and retention, enhancing user experience and conversion rates.

Digital Designer

Consulset 2021 - 2023

- Designed and prototyped user interfaces in Figma for web and mobile projects, developing tailored components and layouts.
- Built responsive websites in WordPress with Elementor, aligning designs to client needs across multiple industries.
- Created targeted digital resources and content for sectors such as retail, healthcare, automotive, and catering, supporting unique business objectives and enhancing brand presence online.

EDUCATION

PhD, Multimedia in Education

Universidade de Aveiro

2023 - Current Aveiro, PT

KEY ACHIEVEMENTS

Web Design

Supported projects with over 100,000 monthly impressions, driving an average of 25,000 users and achieving an average visit time of 1 minute per page.

Marketing and automation

Implemented strategic automations with Make and n8n, generating 2K-3K qualified leads through UTM tracking and data parameters.

Web dev and low code

Built web simulators with Vanilla JS, HTML, CSS, and low-code tools like FlutterFlow, integrating them into WordPress sites with an average of 2K monthly impressions.

TECHNICAL SKILLS

WordPress	Figma	Javascript	
Make	HTML	PHP	CSS
Python	Shopify	Postman	
jQuery	Git	MySQL	SQLite
JSON	Bootstrap	n8n	LiquidJS

CERTIFICATES

Soft Professional Certification

2025

Brainnest Graphic Design Course

2023

LANGUAGES

English	Advanced
French	Basic
Spanish	Basic