

Frank Sebastian Riaño Cano

WEB DEVELOPER | WEB DESIGNER | UX/UI DESIGNER

Bogotá, Colombia | frankseb04@gmail.com | [linkedin.com/in/sirfr4nk0/](https://www.linkedin.com/in/sirfr4nk0/) | [Portfolio](#)

PROFESSIONAL PROFILE

Professional with over four years of experience at the intersection of design, technology, and user experience. Expert in creating consistent visual identities and high-performing websites using Webflow, WordPress, Adobe Creative Suite, and prototyping tools like Figma. Specialized in brand management, UX/UI optimization, and web development (HTML5, CSS3, JavaScript, React, Git, PHP, SQL). Passionate about implementing innovative AI solutions to automate processes and enhance the digital experience. Proven ability to collaborate with teams from other areas, ensuring brand consistency and excellence in every project.

KEY COMPETENCIES

- Graphic and Audiovisual Design
- Brand Management and Visual Identity
- Web Design and Landing Pages
- WordPress
- Webflow
- Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign)
- Figma (Prototyping and Design Systems)
- UX/UI Design
- HTML5, CSS3, JavaScript, PHP, SQL, React
- SEO/GEO and Web Optimization, Google Search based
- Google Ads
- Google Analytics GA4
- Responsive Design
- Git/GitHub
- Artificial Intelligence (ChatGPT, Midjourney, DALL-E, automations)
- PowerBI, Excel
- English and Spanish (Bilingual)

PROFESSIONAL EXPERIENCE

UI/UX Designer & Web Developer

Freelance | December 2021 - Current

- Executed end-to-end web production for diverse clients using WordPress and Webflow, integrating custom HTML5, CSS3, and JavaScript to deliver responsive and high-performing websites.
- Developed dynamic front-end components and interactive modules using React, ensuring clean, semantic code and full cross-browser compatibility.
- Built advanced UI/UX systems in Figma, creating detailed wireframes and high-fidelity prototypes to validate complex user flows and navigation.
- Designed comprehensive brand identities and visual marketing assets using the Adobe Creative Suite.
- Optimized website speed, SEO/GEO, and accessibility to improve user engagement, search engine rankings based on Google Analytics, and overall performance on mobile and desktop devices.

Full Stack Developer

Solati SAS (Plataforma SaaS B2B Banking) | October 2023 - October 2025

- Created and maintained a complete design system in Figma with reusable components, design tokens, and documentation, reducing production times.
- Designed and developed responsive web interfaces using HTML5, CSS3 (Flexbox, Grid) and JavaScript, ensuring a consistent experience across all devices.
- Managed the brand's visual identity, ensuring consistency across all digital touchpoints and communication materials.
- Participate in the entire design process from wireframes and prototypes to frontend development, collaborating with Product Owners and engineers.
- Optimized web performance and technical SEO/GEO, improving loading speed and organic ranking of the corporate site with some Google tools.
- Implemented UX improvements based on data analysis and user feedback, increasing user satisfaction, leveraging Power BI dashboards to visualize user behavior and guide design decisions.
- Resolved interface bugs and usability issues, while maintaining high standards of quality and accessibility.
- Analyzed and modified PHP and SQL to optimize the frontend integration, managing the installation and parameterization of the software.

Web Designer & UX/UI Designer

BootNetwork (Digital Agency - United States) | September 2022 - February 2023

- Redesigned the visual and content architecture for websites and landing pages, combining UX design with strategic copywriting.
- Created graphic materials for digital marketing campaigns such as flyers or banners optimized for conversion, achieving an increase in traffic and sales.
- Conducted A/B testing on designs, content, and CTAs to optimize performance based on user data and metrics.
- Collaborated with design, development, and marketing teams in a 100% remote environment, ensuring brand consistency using Adobe Suite.
- Translated complex technical concepts into clear and persuasive visual narratives for B2B audiences.
- Experimented with generative AI tools (Midjourney, DALL-E, ChatGPT) to accelerate creative processes and explore new visual directions.
- Programmed and designed personal web pages with advanced design using HTML, CSS and JavaScript, along with their respective libraries and frameworks, focused on optimization for multiple devices.

Bilingual Technical Support Agent

Teleperformance, Sutherland, Webhelp | August 2018 - October 2021

- Worked as a technical support specialist resolving platform errors and issues related to applications for companies and global telecommunications products.
- Managed real-time problem resolution for software navigation errors and communication tool failures to ensure seamless service delivery.
- Remote support via chat or voice to foreign customers.
- Management of information and communication management tools.
- Received several bonuses for my personal and group performance. Direct lines increased user feedback.

FEATURED PROJECTS

Full portfolio with case studies, design systems and interactive prototypes available at:

sirfrank0.netlify.app/#portfolio

- **[BodaZa - Wedding Planning App](#)** : Complete visual identity system, UX/UI design from user research to high-fidelity prototypes in Figma.
- **[MetroApp - Public Transport Interface](#)**: Mobile application design recognized as Top 10 by experts, with emphasis on accessibility and usability.
- **[Personal Website](#)**: Responsive portfolio developed with advanced CSS (Flex, Grid), optimized for SEO and mobile/desktop performance.
- **[80s Arcade Game](#)**: Web game inspired by 1980s arcade machines and Flappy Bird, created with HTML, CSS, and JavaScript. It features gravity, collision detection, scoring, smooth animations with requestAnimationFrame, sound effects, and keyboard controls for an immersive experience.

EDUCATION AND CERTIFICATIONS

Software Development Technology

Universidad Nacional Abierta y a Distancia (UNAD) | 2022 - 2025

Programming fundamentals, web development, agile methodologies, database management

Teaching of English and Spanish

Antonio Nariño University | 2019 - 2022

Professional Certifications:

- Google UX Design Professional Certificate (Coursera, 2023) - User research, wireframing, prototyping, testing
- Frontend Developer & UX/UI Design (Platzi, 2017-Present) - Advanced Figma, Adobe Suite, design systems, HTML/CSS/JS, React

TOOLS AND TECHNOLOGIES

Adobe Creative Suite: Illustrator, Photoshop, Premiere, InDesign

Design Tools: Figma, Adobe XD, Sketch, Canva, Whimsical

Web Development: Webflow (Management and optimization), HTML5, CSS3 (Flexbox, Grid), JavaScript, React

CMS y Plataformas: WordPress, Webflow, Git/GitHub

SEO and Analytics: On-page SEO/GEO, Google Analytics, website performance optimization

Artificial Intelligence: ChatGPT, Midjourney, DALL-E (creative ideation and automation)

Collaboration: Slack, Notion, Asana, Miro, FigJam, remote work in distributed teams

ADDITIONAL INFORMATION

Location: Bogotá D.C., Colombia - Available for remote work at any time

Languages: Spanish (Native) | English (Advanced - Bilingual)

Experience: 4+ years of experience working in person with teams in Colombia, and remotely in the United States and Europe

Innovation: Mindset focused on digital trends, experimentation with AI, and process automation

Availability: Immediate