

Josh Gutierrez

Senior Web & UX Designer

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Work Experience

Spider Labs/Spider AF– UX/UI Designer

Aug 2021 – Current

At Spider AF, I led UI and UX design across both the core product and the marketing website using Figma, producing wireframes, high-fidelity designs, and interactive prototypes in collaboration with product, engineering, and marketing teams. I conducted design research, usability reviews, and funnel analysis to understand user behavior and inform design decisions that improved MQL and SQL conversion paths up to 25% while maximizing ROI across services and products. I designed and developed the website using Webflow, creating a scalable component system and CMS structure that enabled domestic and global teams to efficiently manage content and iterate on campaigns without having to rely on the engineering team to make the changes. Throughout the engagement, I aligned UX strategy with company objectives using the V2MOM framework, ensuring design work supported quarterly goals, pipeline growth, and measurable business outcomes.

Bandpro Film & Digital - Ecommerce Specialist

Aug 2020 – July 2021

At Bandpro Film & Digital, I supported the UI/UX and daily operation of a Magento-based ecommerce platform, with a focus on improving product discoverability, usability, and conversion performance. I maintained and optimized the online product catalog to ensure accurate

Education

The Art Institute of Hollywood
Bachelor's Degree in Web Design

Westwood College
Bachelor's Degree in Science of Animation

Skills

UX & Design: UX research, usability testing, wireframing, prototyping, design systems, responsive design, accessibility, Figma, Figma AI

Development: HTML, CSS, JavaScript, PHP, MySQL, WordPress, Webflow, custom CMS, performance optimization

Analytics & Growth: VWO, Ahrefs, A/B testing, CRO, SEO, web analytics

Tools: Jira, HubSpot, Intercom, Notion, Slack, Sprinto, ChatGPT, Cursor

Languages: English, Spanish, Japanese

information, consistent presentation, and a seamless shopping experience. Using Figma, I designed and iterated on landing pages, email newsletters, and promotional banners, applying UI and UX principles to improve engagement and conversion rates. I also led on-site SEO improvements, optimizing site structure, product pages, and content, which increased daily organic traffic from approximately 20–30 users to over 1,000 users per day. In parallel, I managed and optimized Google Ads campaigns to drive targeted traffic and measure performance, supported light social marketing across Facebook and Instagram, and implemented minor enhancements within the Magento 2 backend to improve functionality and overall user experience. I collaborated closely with marketing and internal teams using Slack to align design, development, and growth initiatives.

The Harman Press – Senior Web Developer & Web Analyst

Apr 2016 – Mar 2020

At The Harman Press, I led the design and development of the company website and a sister ecommerce platform, applying UI and UX best practices to improve usability, clarity, and conversion performance. When I joined, the site averaged approximately 5–10 daily users, and over several years I scaled organic and campaign-driven traffic to 3,500 daily users, resulting in 300+ new customer conversions. I designed and built HTML email campaigns, landing pages, and web banners with a strong focus on user flow, visual hierarchy, and effective call-to-action placement. I implemented and managed Google Analytics, embedding tracking across key touchpoints to analyze user behavior, measure marketing performance, and identify UX friction points. Using these insights, I produced detailed analytics reports and actionable recommendations that informed site structure, content strategy, and media distribution, aligning

design, analytics, and marketing efforts into a data-driven growth engine.

Tix Corp- Web Developer / Jr. Web Analyst

Apr 2015 – Apr 2016

At TixCorp, I worked on WordPress-based websites built on the **Genesis Framework**, developing custom plugins, templates, and theme functionality to support both content and marketing needs. I improved front-end stability and usability by resolving HTML, CSS, and JavaScript (jQuery) issues, while supporting **A/B split testing** and basic unit testing to validate interface changes. I conducted **UX usability testing** across desktop and mobile experiences to identify friction points and inform design and layout improvements. I also focused on **page speed optimization**, using **Google PageSpeed tools and Apache-level optimizations** to improve load performance and support stronger search visibility. Alongside performance work, I assisted with on-site **SEO implementations** and analyzed traffic patterns to guide iterative UX and content updates that improved overall user experience and engagement.

2nd Phase Distribution – Web Programmer / Jr. Video Editor

Jul 2013 – Apr 2015

At 2nd Phase Distribution, I developed and maintained custom CSS frameworks and built documented HTML, CSS, JavaScript, and SmartyPHP templates for a proprietary content management system. I converted PSD designs into responsive, hand-coded landing pages using Bootstrap, ensuring consistency, performance, and cross-browser compatibility. Alongside development work, I supported A/B testing initiatives to improve lead generation and created minor video content using Adobe Premiere and Final Cut, integrating assets into the Elevated X CMS.

Global Rebels Inc – Web Product Manager / Web Developer

June 2012 – July 2013

At GlobalRebels Inc, I owned the ongoing evolution of the company website, redesigning key sections to improve usability, visual appeal, and overall user experience. I leveraged **web analytics, SEO, SEM, PPC, and social channels** to drive traffic growth and improve site performance, using insights to guide feature enhancements and content updates. I also created custom **HTML email campaigns**, designed visual assets, and produced product and studio imagery for use across web, marketing, and print materials.

Best Party Dress – Jr Web Designer / Jr. Graphic Designer

Dec 2011 – June 2012

At Best Party Dress, I designed and built the company website end to end using **HTML5, CSS3, JavaScript, and PHP**, focusing on clean layouts and a user-friendly shopping experience. I maintained the **Magento-based ecommerce platform**, created email marketing materials, and produced product photography used across the site. I also supported customer service inquiries, gaining direct insight into user needs and common friction points that informed ongoing UX improvements.