



marlla velázquez valverde

Graphic & Web Designer & Developer | Art Direction | Concept Creator
03.08.1989 | music lover*

About Me

I'm Marlla, a graphic and web designer with senior-level experience in art direction and concept development. I love David Bowie, music, fashion, Star Wars, food, and lately—plants. I'm passionate about my work and enjoy finding creative solutions for every project.

me apasiona
mi trabajo.

Education

Universidad del Valle de México
Google AdWords/Analytics Diploma
Community Manager Diploma
SEO Courses
HTML5 Diploma
Modern Art Diploma (MoMA)
English proficiency: 85%

Technical Skills

Programming Languages:

PHP, JavaScript, Java, HTML5, CSS3

Platforms & CMS:

WordPress (themes, plugins, Advanced Custom Fields, Elementor)

SEO & Web Optimization:

Experience with SEO strategies, analytics, and performance optimization

Digital Marketing Tools:

Google AdWords, Google Analytics, Google Tag Manager

Design & Prototyping:

Figma, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects)

UI/UX Design:

User Interface and User Experience design

Other Skills:

Responsive design, website performance optimization, branding

Professional Experience

Freelance / Graphic & Web Designer

Sequal Solutions / Junior Designer | 2 years

ANTAD (Expo ANTAD) / Junior Designer | Internship, 8 months

Mixup | iShop Mixup / Web Designer | 5 years

Noiselab / Art Direction (Collaborator) | 1 year

Flow Marketing / Senior Web Designer / Art Director | 5 years

Art direction, concept creation, and development of web and VR solutions for specific clients. Design of landing pages, CMS-based websites, SEO implementation, and optimization.

Uniteller / Web Developer | 1 year freelance – 2 years in-house | Current
Design and prototyping in Figma and similar tools. Development of CMS-based websites, content management, API integration, SEO, optimization, new site creation, and ongoing maintenance. Performance metrics reporting and analysis using Google Analytics and PageSpeed.

book
marlla.com.mx