

FRANCISCO MARTINEZ BRAVARI

SENIOR WEB DESIGNER / CREATIVE DEVELOPER

Santiago, Chile · Remote worldwide · francisco.bravari@gmail.com
bravari-dev.com · linkedin.com/in/francisco-martinez-bravari-1727aa51

PROFILE

Design-trained digital professional with 18+ years across visual communication, interactive websites, e-commerce and web development. I combine typography, composition and brand thinking with hands-on production experience to create responsive, usable digital experiences. Seeking a senior web design role where creative judgment, attention to detail and technical fluency work together.

DESIGN & TECHNICAL EXPERTISE

Visual design Web design · Visual hierarchy · Typography · Layout systems · Brand consistency · Digital art direction

Digital experience Responsive UI · E-commerce UX · User journeys · Interactive experiences · Motion & micro-interactions

Tools Figma · Adobe Creative Suite · Git · Browser development tools

Implementation HTML · CSS/SCSS · JavaScript · GSAP · WordPress/WooCommerce · Shopify/Liquid · PHP · React

PROFESSIONAL EXPERIENCE

Full Stack Developer

The Limitless Agency · United States · Remote contractor | May 2024 – Present

- Translate Figma layouts and approved design concepts into responsive Shopify and WordPress experiences, preserving typography, spacing, interactions and visual consistency.
- Build custom interfaces and e-commerce components using Liquid, JavaScript, HTML/CSS and PHP; collaborate with design, marketing, growth and QA teams.
- Improve usability and customer journeys through conversion-focused implementation, experimentation, performance work and production QA.

PROFESSIONAL EXPERIENCE — CONTINUED

Front-End Developer

Femsasalud · Chile | Aug 2023 – Jan 2024

- Developed AngularJS interfaces connected to microservices for digital products supporting multiple business areas.

Technical Lead

Rompecabeza Digital · Chile | Jan 2021 – May 2023

- Led technical delivery, estimation and QA for agency websites, digital platforms and e-commerce projects; coordinated with multidisciplinary teams.
- Implemented solutions across WordPress, Shopify, Jumpseller and Liferay using frontend and backend technologies.

Full-Stack Developer

Scotiabank · Digital Marketing · Chile | Jan 2018 – Dec 2020

- Built and maintained public-facing and internal web solutions; collaborated with development and Business Intelligence teams.

EARLIER EXPERIENCE

Account Coordinator — Cardumen Latam (2016–2017) · Digital Project Manager — Nutraline (2014–2015) · Co-founder & Project Director — Catalisis (2012–2014) · Multimedia design and development roles (2008–2012)

EDUCATION & CERTIFICATIONS

Graphic Design — Duoc UC (2004–2008) · Systems Analyst — IPP Profesional (2023)

Shopify · React JS · Scrum Fundamentals Certified · Sass · Introduction to Figma

LANGUAGES

Spanish — Native · English — Professional working proficiency · German — Basic

PORTFOLIO bravari-dev.com | Web design, brand identity and creative development