

# Alfredo Astort

## UXUI & Product designer

Online portfolio  
Get in touch



## Professional Profile

Since 2008 I have been interleaving graphic and web design with webmaster and web dev roles for enterprises such as **Televisa Publishing, Omnicom Media Group, MRM-McCann, Beiersdorf, SONY** and **AXN**. Both working freelance and as part of an in house marketing team.

## Soft Skills

- Problem solving
- Teamwork
- Willingness to learn
- Dependability
- Integrity
- Creativity
- Critical thinking
- Adaptability
- Empathy

## Hard Skills

- Bilingual
- Figma
- Wireframing
- Prototyping
- HTML, CSS & Javascript
- LAMP Stack
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Webflow
- Wordpress Builders
- Wordpress CMS

## Experience

- **IPSOFACTO Translations, Freelance** – Web designer & developer – 2022

In this project I did the branding design, web design, and web development using Bootstrap 4 and PHP for the form processing.

<https://ipsofactotraducciones.com/>

- **Ignite Marketing, Remote** – Graphic and web designer – Jan 2019 – Mar 2022

Design and creation of over 35 websites using Wordpress website builders such as: Elementor Pro, Beaver Builder, Wp Bakery, Thrive Architect and Divi. As well as in the design of social media assets, Lead-magnets, logos and branding boards.

<https://tonyalachey.com/>

<https://floralintuition.com/>

<https://thejunkhunter.com/>

<https://ignitingyourbusiness.com/>

- **Quiklaser, Remote** – Graphic and web designer – Jun 2019 – Sept 2020

Design and development of updates for the company's website. As well as in the creation of print and digital artworks, such as: brochures, flyers and social media assets.

<https://www.quiklaser.ca/>

- **SONY, AXN & SPIN, Latam** – Freelance flash banner animator – 2011- 2014

Flash banner animation and clicktag programming in Action Script 2 for the promotion of several prime-time shows such as Dexter, CSI and Blacklist among others.