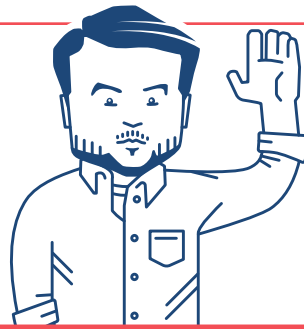




VICTOR BUSTOS

WEB DESIGNER & DEVELOPER



 victorbustos.com

 v@victorbustos.com

 (954) 825-5930

 Coral Springs, FL

CORE SKILLS + WORK EXPERIENCE

Web Development

- HTML5, CSS3, JavaScript
- WordPress Development
- Responsive Design
- Page speed optimization
- Accessibility / WCAG
- Technical SEO
- Git, SSH, basic PHP

Design & Technical Skills

- Conversion-focused Landing Pages
- Print & Digital Design
- UX/UI
- Video Editing
- Motion Graphics
- Slide Deck & Presentation Design

Software Proficiency

- Photoshop + Illustrator + InDesign
- After Effects + Premiere
- Figma
- PowerPoint + Word

Upwork + Wash Brands, LLC | Freelance Design

(January 2023 – Present)

SENIOR WEB DESIGNER & GRAPHIC DESIGNER

- Design and build conversion-focused websites, landing pages, and branded digital assets for service-based and B2B clients.
- Create wireframes, mockups, and responsive front-end layouts using HTML, CSS, WordPress, and Figma.
- Design print and digital marketing materials for Upwork clients, including catalogs, sales sheets, flyers, brochures, PowerPoint presentations, and other branded collateral.
- Update and refine existing marketing assets to improve layout, typography, visual hierarchy, consistency, and presentation quality.
- Improve site performance, mobile usability, technical SEO, and content structure to support lead generation.
- Collaborate directly with clients and stakeholders to translate business goals into polished web, digital, and print experiences.

<https://www.upwork.com/freelancers/victorbustos>

<https://washbrands.com/>

EZ Express Car Wash | Startup Car Wash Company

WEB DESIGNER / DIGITAL MARKETING COORDINATOR

(January 2022 – December 2022)

Led the design, maintenance, and ongoing improvements of the company website, supporting brand consistency, campaign updates, and digital marketing needs. Partnered with the Marketing Director to execute web updates and collateral assets on time and on brand.

<https://ezcarwashes.com/>

Sonny's Enterprise, Inc. | Car Wash Equipment

Manufacturer

WEB DESIGNER

(October 2018 – November 2021)

Planned, designed, and built SEO-friendly WordPress websites tailored to individual car wash client needs. Created HTML email assets and supported video production and animated digital menu content to extend brand consistency across web, email, and in-location displays.

<https://sonnydirect.com/>

Conversion Whale | Dental Marketing Agency

WEB DESIGNER

(February 2018 – October 2018)

Developed wireframes, task flows, and prototypes based on client campaign needs. Created and edited digital assets for client websites, landing pages, and marketing experiences.

<https://conversionwhale.com/>

Jazwares, Inc. | Toy Licensing Company

WEB DESIGNER / MOTION GRAPHICS DESIGNER

(November 2014 – February 2018)

Created UI/UX concepts, wireframes, mockups, and visual assets for branded web experiences. Designed motion graphics, sizzle reels, and presentation materials to support product marketing and internal communications.

<https://jazwares.com/>

Education:

Attended the Media Arts and Animation Program at

The Art Institute of Fort Lauderdale, FL (2002 – 2006)