

Alfonso Barreiro

Digital Designer & Web Developer

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SUMMARY

Digital designer and web developer with fifteen years across brand, web, and marketing. I design in Figma and build in code. I designed and developed 50+ responsive websites, led the team behind 100+ WordPress client sites at Boomtime to the UX, accessibility (WCAG 2.1), and conversion standards I set, and redesigned VARA's e-commerce platform end to end on Commerce7 and Shopify while running its DTC operations, Mailchimp email, and campaign creative. AI-assisted production cut VARA's timelines 20%, and it is how I build my own sites in React and Next.js today. The last two years added product design and four live case studies at barreiro.com. I want a marketing team that needs one designer who can do brand, web, email, and landing pages, and ship them.

CORE SKILLS

Web & Front End: HTML5/CSS3, React, Next.js, WordPress, Drupal, Squarespace + custom CSS/JS, Vercel, GitHub, responsive UI, mobile-first design, developer handoff and production-ready specs

Brand & Marketing Design: Brand identity, packaging design, campaign creative, email design, landing pages, typography, layout and hierarchy, Adobe Creative Suite

Marketing & E-commerce: Shopify, Commerce7, DTC operations, e-commerce optimization, Mailchimp email marketing, Google Analytics, SEMrush, A/B testing, data-informed iteration, SEO and content collaboration

UX & Design Systems: Information architecture, user flows, wireframing, prototyping, usability testing, design systems, design tokens, component libraries, accessibility (WCAG 2.1)

AI-Assisted Production: AI-assisted design-to-code (Claude Code), AI-assisted research synthesis, GenAI interaction patterns, conversational UI

Collaboration: Team leadership, stakeholder communication, design critique, agile workflows, Figma (components, auto layout, variants, libraries)

EXPERIENCE

Freelance Digital Designer & Web Developer

December 2024 – Present · Portland, OR

Independent Practice

- Design and build websites and product front ends for clients and self-directed products: research, information architecture, interaction design, design systems, and production code in React and Next.js, deployed on Vercel.
- AIGA Portland Design Month 2026: shipped the festival's landing page with a four-person volunteer team, building the artist's brand system on Squarespace 7.1 with custom CSS/JS, editable by non-designers after handoff.
- Men's Sole Revival: designed and built a men's health content site after margin modeling and audience research showed buyers needed information before products. Live since April 2026; 86% of visitors complete the self-assessment.
- Wayfarer: travel-discovery site with an interactive globe and a duration-first trip planner, built in React and Next.js with component states for empty, loading, error, and success.
- barreiro.com: designed in Figma and built in Next.js with AI-assisted coding. Four live case studies, including a working Spotify product concept.

Director of Marketing & DTC Operations

March 2022 – November 2024

VARA Winery & Distillery · Albuquerque, NM

- Redesigned the WordPress website and the Commerce7 and Shopify e-commerce platform end to end: discovery, product detail, and checkout. Wine Club membership held steady through an industry-wide downturn.
- Owned the end-to-end DTC experience: site architecture, navigation, product pages, Mailchimp email design, and campaign creative.

- Ran UX and brand identity for a new spirits line, concept through launch: packaging, digital presence, and landing pages.
- Cut production timelines 20% by introducing AI-assisted design workflows across the creative team, with quality consistent across channels.

UX & Design Lead (VP of Operations)

March 2018 – December 2021

Boomtime · Albuquerque, NM · Joined as Lead Graphic Design, promoted to VP in 2019

- Led a design and web development team alongside four marketing consulting teams, shipping 100+ WordPress client sites in healthcare, legal, hospitality, and e-commerce.
- Set the UX, accessibility (WCAG 2.1), and conversion standards every project was built to.
- Hands-on design lead on the biggest, messiest client projects: research, IA, wireframing, and visual design across platforms.
- Tied design changes to real numbers, client retention and revenue, using Google Analytics and SEMrush.

Web Designer & Developer

March 2011 – January 2018

CliffDweller Digital · Albuquerque, NM

- Designed and developed 50+ responsive websites on WordPress and Drupal with user-centered design and brand consistency on every project.
- Matched site architecture and content hierarchy to what users actually searched for with SEO and content teams. User engagement up 20% on key client sites.
- Ran user tests on priority projects and iterated designs on real behavior, not assumptions.

Founder & Lead Creative

2010 – 2011

Sola Fide Design · Albuquerque, NM

- Started a design consultancy focused on brand identity, web design, and campaign creative for e-commerce and small-business clients.

EDUCATION & CERTIFICATIONS

UX Academy Foundations · DesignLab · Completed June 2025. End-to-end UX process: research, synthesis, IA, wireframing, prototyping, and usability testing.

Associate of Arts, Religion Studies · University of Florida

LANGUAGES

English (Native) · Spanish (Conversational)