Lizzy Cruz

Leizyl M. Cruz

Front-End Web Designer & Developer

- **Portfolio** lizzymcruz.com
- leizylmcruz@gmail.com
- +63 915 816 1315
- linkedin.com/in/leizylmcruz
- Tarlac, Philippines · remote for UK, AU and US time zones

Profile

Front-end web designer and developer with 7+ years designing and building websites, most of them in WordPress with Elementor Pro and Bricks Builder, for agencies in the UK, Australia, Cyprus and the US. Currently work across a roster of 20+ live client sites, taking projects from brand deck or Figma design through to launch.

Comfortable owning the design calls on typography, spacing, colour and hierarchy, and comfortable writing the custom CSS, JavaScript and PHP when a page builder cannot get there on its own. Use AI tooling in production daily, including Elementor MCP builds, Figma design-to-code, and automated accessibility and performance auditing.

Core skills

Design	Typography, spacing, visual hierarchy, responsive layout, UI/UX, wireframing, prototyping, design systems and tokens, image selection and art direction
WordPress	Elementor Pro (Global Colours and Fonts, reusable templates, loop grids, dynamic content), Bricks Builder, ACF Pro, custom post types and taxonomies, WPCode, WooCommerce, JetEngine
Code	HTML5, CSS3, JavaScript, PHP, Python. Swiper, Lenis, IntersectionObserver, ResizeObserver, REST APIs, webhooks
Performance & accessibility	Lighthouse auditing, WCAG, Core Web Vitals, image and video compression (Pillow, ffmpeg), self-hosted fonts
Hosting & deployment	Cloudways, Cloudflare Pages, GitHub, DNS cutover and redirects, staging to production workflows
SEO & tracking	On-page SEO, Rank Math, schema markup, GA4, Google Business Profile
Integrations	GoHighLevel CRM, Supabase, Google Apps Script, Brevo
Tools	Figma, Figma Make, Photoshop, Illustrator, Canva, ClickUp, Google Workspace, Loom

AI-assisted design and development

AI is part of my daily production work, not a side experiment.

- Build Elementor pages through Claude Desktop using the Elementor MCP connection, then refine layout, spacing and type by hand.
- Convert approved Figma designs into production HTML and CSS using the Figma MCP design-to-code workflow.
- Prototype design directions in Figma Make before committing to a build, so clients approve the real thing at real sizes rather than a flat mockup.
- Run automated Lighthouse accessibility and performance audits and scripted browser QA as part of every pre-launch check.
- Script repetitive media work in Python: batch resizing, EXIF correction and progressive JPEG optimisation across hundreds of client images.
- Evaluated Bricks MCP and Respira (WordPress MCP) for wider agency adoption and shared the findings with the team.
- Treat AI output as a first draft. Every layout, selector and line of copy goes through my own design and technical judgement before it ships.

Work experience

Web Designer & Developer
April 2026 – present

Zed Studio · United Kingdom (remote)

- Build, launch and maintain 20+ WordPress and static client sites across property, catering, hospitality, manufacturing, renewable energy, training, recycling and insurance.
- Launched 5 sites in 2026, including a catering rebuild, a carbon fibre manufacturer, a specialty coffee brand and the agency's own site, handling DNS cutover, redirects and pre-launch QA with no downtime.
- Translate Figma designs and client brand decks into build-ready design systems, setting palette, typography, spacing and component conventions and getting them signed off before build starts.
- Run Elementor global style systems (Global Colours, Global Fonts, reusable templates) so site-wide changes are made in one place rather than section by section.
- Raised Lighthouse accessibility from 93 to 100 on a manufacturing client site and cut mobile load time by self-hosting fonts, deferring video and compressing imagery.
- Compressed six hero videos with ffmpeg, reducing file sizes by 35 to 97% with no visible quality loss, and run a Python batch pipeline for image resizing, EXIF correction and progressive JPEG optimisation.
- Write custom CSS and JavaScript for components Elementor cannot produce: horizontal scroll sections with dot navigation, offset Swiper carousels, mobile filter bottom sheets, site-wide search overlays, dynamic header height via ResizeObserver and Lenis smooth scroll.
- Extend WordPress with custom PHP: ACF Pro field groups, custom post types, shared taxonomies, shortcodes and hooks such as save_post for automatic template assignment. Built a 23-page location system for a waste management client and a custom plugin that syncs podcast episodes from RSS.
- Integrate GoHighLevel CRM, webhooks, Google Apps Script, Supabase and public REST APIs with Elementor forms, and manage Cloudways and Cloudflare Pages hosting with GitHub-based deploys.
- Handle on-page SEO, GA4 setup and Google Business Profile management across the client roster.

Freelance WordPress Developer
February – March 2026

Absolute Websites · Limassol, Cyprus (remote)

- Built and customised WordPress sites in Elementor Pro across a Cyprus agency's client roster.
- Delivered front-end work for a real estate developer's site, including JetEngine unit listing tables, custom responsive CSS across multiple breakpoints, WooCommerce product and checkout styling, and scroll-triggered sticky elements.
- Ran QA and site audits, documenting critical issues such as 403 errors, broken calls to action and placeholder content for the agency to resolve before launch.

Professional development: automation and AI-assisted development
Nov 2025 – Jan 2026

Self-directed

- Took a deliberate break from client work to go deep on automation and AI-assisted design and development, including MCP-based build workflows, design-to-code pipelines and scripted QA. This is now the backbone of how I build.

Web Designer & Developer / Project Lead
March 2020 – October 2025

PurpleCow Digital Marketing · Queensland, Australia

- Led multiple concurrent website projects from staging through to launch, matching approved Figma designs.
- Built and customised WordPress sites in Elementor Pro and Bricks Builder.
- Reviewed builds against Figma for visual accuracy, then tested across desktop, tablet, mobile and major browsers.
- Managed media assets across images, icons, video and graphics.
- Tracked and closed out bugs through ClickUp and Google Sheets.
- Audited accessibility (WCAG) and on-page SEO including alt text and heading structure.

Freelance Web Designer & Developer
May 2024 – August 2025

Vida Web Design (Australia) · Chute Media (USA) · Obsessive Global (UAE)

- Designed and built websites and landing pages around each client's goals and brand identity.
- Checked live builds against Figma for accuracy, link behaviour and form handling.
- Managed content updates and design improvements on existing WordPress sites.
- Coordinated timelines directly with clients through revision and approval rounds.

Graphic Designer

April 2019 – March 2020

PurpleCow Digital Marketing · Queensland, Australia

- Produced visuals and branding materials for marketing campaigns.
- Worked with the web team to keep design consistent across digital platforms.

Selected projects

Agency work delivered white-label, so client names are withheld.

Manufacturer, UK

Static build

Took the site from Figma prototype to a live static build. Restructured the content around two new service pillars, self-hosted the type, added structured data and a full redirect map, and reached a Lighthouse accessibility score of 100. HTML, CSS and JavaScript, deployed from GitHub to Cloudflare Pages.

Catering company, UK

WordPress rebuild

Full WordPress and Elementor rebuild with a global style system, ACF Pro field groups and custom post types sharing a taxonomy, a bento gallery grid, an autoplay carousel and a CRM integration feeding the enquiry forms.

Specialty coffee brand

Platform migration

Moved the brand off a hosted site builder to a fast single-page static build, timed to a launch event. Steered the visual direction towards a quieter, earthier palette and prepared all photography for web.

Property agency, Europe

Large Elementor build

12-week build scoped at 180 to 240 hours: property filtering with a mobile bottom-sheet system, site-wide search overlay, horizontal scroll panels with video, sticky contact footer and a custom SVG preloader, all driven by design tokens from the Figma style guide.

Training and coaching provider

Events system

Events listing with ACF date filtering for past and upcoming events, clickable loop grid cards and a sticky next-event banner, built around one goal: getting the enquiry.

Education

BSc Information Technology · Tarlac Agricultural University, Tarlac, Philippines