

Mariella Louise Ogoy

UI/UX WEB DESIGNER & DEVELOPER | BRANDING | AI CREATIVE & AUTOMATION

<https://mlogoydesigns.com/>

mlogoy@proton.me

+639295084564

Summary

Graphic/Web Designer and Developer with 5+ years of experience taking brands from logo to live website. I design in Figma and Adobe, build in WordPress, HubSpot (HubL), Shopify, and GoHighLevel, create AI-generated images and video, and handle the technical setup and bug fixing after launch. I am now adding no-code automation and AI agents (Make) so the sites I build also run smarter behind the scenes. I have worked with startup agencies, led freelance teams, and delivered projects for non-profit, e-commerce, health, and education businesses.

Experience

Freelance / Upwork and Online JobsPH - Senior UI/UX Web Designer and Developer

August 2022 to June 2026

- Designed and developed informational, e-commerce, and LMS websites for non-profit, HVAC, medical and health, beauty, e-learning, real estate, and coaching clients.
- Built custom HubSpot modules and drag-and-drop areas using HubL and themes.
- Delivered websites, landing pages, sales funnels, and sales pages on WordPress (Elementor, Divi, Bricks, Avada), Shopify (Liquid), Showit, Wix, Squarespace, GoHighLevel, ClickFunnels, and Kajabi.
- Converted Figma and Adobe XD files into responsive, fully functional CMS builds.
- Created landing and donation pages for non-profit organizations on the Revv Fundraising Platform.
- Produced logos, branding, custom icons, and graphics using Adobe Creative Cloud, Figma, and Canva.
- Maintained front-end and back-end development, resolving bugs after launch.
- Offer AI image generation and short-form AI video (Google Gemini, Veo, Kling), and turn AI-generated concepts into print-ready materials and functional websites.
- Led freelance team members on client projects.

Freelance / Self-Employed - Project Manager & UI/UX Designer, Web3

November 2025 to April 2026

- Led UI/UX design for dashboards, landing pages, and Web3 platforms, plus branding and website development for crypto and blockchain products.
- Managed project workflows, timelines, and deliverables from kickoff to launch.
- Designed brand assets, pitch decks, marketing materials, and visuals.
- Developed responsive websites, pages, and marketing funnels.
- Used AI tools (Google Gemini) to speed up design, content, and tutorial production.
- Created tutorials, guides, and step-by-step educational materials.
- Collaborated on branding strategy for blockchain products.

Go Crayons Digital, Inc. • Biñan, Laguna - Graphic/Web Designer and Front-End Developer

December 2021 to July 2022

- Created logos, branding, banners, social media graphics, e-books, templates, web designs, and landing pages.
- Analyzed functional requirements for designs and websites (UI/UX) and produced mock-ups and production assets for the development team.

- Converted PSD and XD designs into responsive (desktop, tablet, mobile) WordPress sites using Elementor, Divi, Visual Composer, and Beaver Builder.
- Worked in HTML, CSS, PHP, and cPanel; served as the client contact for project communication.
- Recommended website and design add-ons to clients, increasing product functionality and project value.
- Maintained and updated Excel tracking sheets.

**Eivind Holum Design Studio -
Junior Graphic Designer**

October 2021 to December 2021

- Designed logos, including wordmarks, monograms, and combination marks.
- Built websites using Squarespace and Wix.

 Skills

Design

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Canva, Logo & Branding, UI/UX, Web Design, Graphic Design

Development

HTML, CSS, JavaScript, PHP, Tailwind CSS, HubL, Liquid, Responsive Design

Platform & CMS

WordPress (Elementor, Divi, Bricks, Avada), HubSpot CRM, Shopify, WooCommerce, Kajabi, GoHighLevel, ClickFunnels, Wix, Squarespace, Showit, Revv

AI & Automation

Make (workflow automation), AI Agents, Google Gemini, Veo, Kling, AI Image & Video Generation, Prompt Engineering, v0, Antigravity IDE

Specialties

E-commerce, LMS Development, Landing Pages, Sales Funnels, Figma/XD-to-CMS Conversion, Project Management

Project Tools

ClickUp, Asana, Google Workspace, Hubstaff, Slack

 Education

BS Computer Science

Undergraduate, 2020 to 2023

AMA Computer University, Biñan, Laguna

 Certificates

- [Make from Beginner to Pro: AI Automations and AI Agents](#) — Udemy, Oct 2026
- [AI Video Creation Course](#) — Udemy, May 2026
- [Web Designer](#) — Go Crayons Digital, Dec 2021
- [Foundations of User Experience \(UX\) Design](#) — Google (Coursera), Dec 2021
- [CCNA: Switching, Routing, and Wireless Essentials](#) — Cisco Networking Academy, Dec 2021
- [CPP: Advanced Programming in C++](#)