

# Bruno Mishtaku

Web & Graphic Designer

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## PROFESSIONAL SUMMARY

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**Experienced Web and Graphic Designer** with **over 10 years of experience** creating responsive, SEO-optimized websites and compelling digital assets for global **B2B and B2C clients**. Skilled in **end-to-end development** from concept to deployment, consistently delivering high-quality, user-focused digital experiences. Proficient in **Adobe Creative Suite, HTML, CSS, JavaScript, and WordPress**, with a strong track record of enhancing client engagement and elevating brand visibility through creative and strategic design solutions. Known for innovative **problem-solving**, timely project completion, and a unique, **outside-the-box approach** to design.

## CORE SKILLS

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- **Technical Skills:**  
HTML, CSS, JavaScript, PHP, SQL, Bootstrap, React, Angular
- **CMS:**  
WordPress, WooCommerce, Shopify, Joomla, Wix
- **Design Tools:**  
Figma, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Adobe XD, Canva
- **Digital Marketing:**  
Google Ads, Facebook (Meta) Ads
- **UX/UI Design:**  
Wireframing, Prototyping, User Research, Interaction Design, Usability Testing, User Flows
- **Project Management:**  
Client Communication, Needs Assessment, Concept Development
- **Languages:**  
Albanian (Native), Italian, English

## PROFESSIONAL EXPERIENCE

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### Freelance Web Developer & Graphic Designer – B2C Clients

*Remote (Italy, Albania, United States)*

**2015 – Present**

- **Developed and deployed 30+ responsive websites annually** using WordPress and other CMS platforms across diverse sectors, including tourism, healthcare, and sports.
- **Managed end-to-end project execution** from needs assessment to deployment, **maintaining a 99% client satisfaction rate** by consistently meeting project specifications and deadlines.

- **Developed code-based landing pages** with integrated contact forms, resulting in a **10% conversion rate** from ad clicks to leads.
- **Integrated back-end SEO practices** into new and existing websites to enhance indexing on Google and major search engines, developing strategies that improved online visibility and **increased organic traffic**. **Monitored and analyzed performance metrics**, implementing updates that maintained high engagement and **boosted conversions by up to 25%** and achieving **100% first-page visibility** for targeted keywords on Google in top-performing cases.
- **Facilitated training sessions** for client teams to facilitate website maintenance, **reducing follow-up support requests by 40%**.
- **Designed print and digital marketing assets**—including logos, leaflets, banners, and billboards—ensuring brand consistency and alignment with clients' design language using **Adobe Creative Suite and Figma**.

## Freelance Web Developer & Graphic Designer – B2B Clients

*Remote (Italy, Germany)*

**2019 – 2024**

- Successfully launched **over 100 SEO-optimized websites annually** for **B2B clients**, helping their customers establish **visibility in the German and U.S. markets** within six months, operating in different sectors including fashion, food, furniture and metallurgy.
- **Coordinated closely with client teams** to ensure full alignment on **project scope** and **UX/UI design**, resulting in improved **brand consistency**, increased **user engagement**, and websites that met user needs and expectations.
- **Leveraged WordPress, Elementor, and other CMS platforms** for site development and customized code using JavaScript, PHP, HTML, and CSS to meet client specifications. **Adapted to client-preferred platforms (e.g., Joomla, Shopify, Wix)**, quickly learning and managing various CMS interfaces for efficient site maintenance and updates.
- **Established 25% average lead generation growth** for new clients by implementing strategic back-end SEO improvements, optimizing content, and enhancing keyword targeting.
- **Designed unique visual assets** that enhanced client **brand identity** using **Photoshop, Illustrator, InDesign, and Adobe XD**.
- **Configured hosting, domain and email systems** through **cPanel/WHM**, providing seamless client access to site management tools.

## Smart Home Solutions Specialist

*AGI Shpk | Tirana, Albania*

**2014 – 2015**

- **Played a key role in launching a new automation and smart home company**, handling various responsibilities in a dynamic environment.
- **Installed and integrated smart sensors and network devices**, ensuring seamless operation and connectivity across smart home systems.
- **Researched and identified innovative smart technologies** to enhance product offerings, contributing to the company's competitive edge in the market.
- Collaborated with a team of 7 people, working closely with marketing and technical staff to **develop promotional materials and digital content**, supporting brand visibility and engagement efforts.
- Provided **technical support and training for clients** on the use of smart home technologies, fostering **customer satisfaction** and product adoption.

## Web and Graphic Designer

Prosound Shpk | Tirana, Albania

2012 – 2014

- Managed and **designed** three **e-commerce websites**, optimizing user flow and layout for increased **user satisfaction** and **conversion rates**.
- **Produced print and digital marketing materials**, ensuring brand consistency and a **15% increase in marketing reach yearly** across social media platforms.
- Designed **3D projection mapping** for large events, including concerts and installations, utilizing **Adobe After Effects, Premiere Pro, Arena Resolume, and SketchUp 3D** for impactful visuals.

## ADDITIONAL EXPERIENCE

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### Web and Graphic Designer (Freelance for NGOs and Public Projects)

Remote

2015 – Present

- **Developed innovative design** solutions for NGOs and public projects, **enhancing social media engagement** and fundraising efforts by up to 25% through compelling graphics and web assets.
- **Designed ad visuals** for social awareness campaigns on **Facebook** and **Google Ads**, enhancing online visibility and engagement to 30%.
- Created **websites in accordance with accessibility standards** for visually impaired users, ensuring that all visual elements are inclusive and easy to navigate, thus broadening the reach of important messages and services.

## EDUCATION

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### Bachelor's Degree in Computer Science

University of New York Tirana | Graduated: 2022

## CERTIFICATION

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### Google UX Designer Certificate

Google via Coursera | 2024

## PORTFOLIO

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[Portfolio](#) | [LinkedIn](#) | [Behance](#)

**Availability:** Open to remote, freelance, and full-time roles.