

Isaque Castriani

Web Designer · Conversion (CRO) · Design-to-Code · AI-native

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PROFILE

Web designer who owns conversion from insight to live page. Over 3 years I have designed and coded 50+ landing pages and rebuilt 5 Shopify stores end to end for DTC, health and service brands, working in stores in the R\$50k+/month online revenue range. I read the funnel (ShopifyQL, GA4, Clarity), find what blocks the sale, shape the offer, design the page, build it myself in code and ship it in days, with no developer handoff. AI-native: I design and build my own automations and AI skills for video and static creatives, and the AI workflows I rolled out at the agency raised my team's productivity by over 500%. Experience in regulated markets (medical and legal advertising rules) and multi-market pages (PT, EN, ES).

EXPERIENCE

Web Designer & CRO, Growth Feb 2026 — Present

V4 Company (V4 Amaral & Co) · Remote

- Maskavo Factory (Shopify, cookies):** full CRO audit found a broken shipping calculator, a coupon that froze the screen, a cart scrolling sideways, fake testimonials and a 4.45 MB GIF pushing LCP to 36.7 s. Fixed all, rebuilt PDP, "build your box" home and cart drawer, and repositioned the offer around same-day delivery ("order by 11am, eat it today") in 21 cities.
- Automated Maskavo operations end to end:** paid order → invoice (NF-e) auto-issued → same-day courier booked → Shopify fulfilled with tracking → branded tracking page → one-click label + invoice print (Cloudflare Workers, Bling and LogManager APIs).
- Amana Brasil:** replatformed Tray → custom Shopify theme with its own design system. Diagnosed the funnel with ShopifyQL + 85 Clarity recordings (mobile cart→checkout 26% vs 49% desktop) and redesigned that step; set free-shipping threshold from 177 real orders; cut mobile LCP from ~7 s to 5.4 s and page weight 29% without lowering image quality; desktop PageSpeed 97.
- MomyCo (700+ SKUs):** CRO rebuild of PDP, cart drawer (6 conversion features), cart, search and 404; merged 253 duplicate listings into 76 products with variants; SEO titles, descriptions and alt text across 706 products and 96 collections; fixed purchase tracking to GA4/Ads/Meta via Custom Pixel.
- Built and shipped landing pages for healthcare (physician live-class funnel within CFM 2.336/2023 medical ad rules; doctors' practice-management service), legal, B2B industrial and SaaS (AI product site in ES/PT/EN with an SEO + GEO study).
- Own review system (Cloudflare Workers + D1) rolled out to 3 stores, replacing invented reviews with verified ones.
- Raised team productivity by 500%+** with AI workflows and automations I designed: custom AI skills for video ads, reels and static creatives, plus self-filling time tracking and task creation.

Founder, Designer & Developer May 2023 — Present

Lunet Studio (formerly Castriani Digital) · Conversion-focused sites and landing pages

- Designed and built the studio site and a quiz-style lead funnel in two markets (BR in R\$, US in \$) feeding a CRM I built on Cloudflare D1, with Meta Pixel + Conversions API.
- Landing pages for premium cachaça (Porto Real), perfumes, a Los Angeles jiu-jitsu academy (EN), executive transport, pet travel and a doctors' practice-management service. Manu Parfum Shopify store in progress: 187 products imported from supplier PDFs by script.

Web Developer, Designer & Paid Traffic Sep 2023 — Jul 2025

Sete, Aceleradora de Negócios · Growth agency

- Designed and built 50+ landing pages (WordPress, Elementor, custom CSS/JS) and the visual identity of client campaigns.
- Managed Google Ads and Meta Ads budgets above R\$100k/month; built ManyChat, ActiveCampaign and Make automations around the pages.

SKILLS

Conversion: CRO audits, value propositions, offer design, A/B test design, funnels, quizzes, onboarding, cart and checkout UX

Design: landing pages, design systems, typography, responsive/mobile-first, accessibility (WCAG), AI image generation

Analytics: GA4, GTM, ShopifyQL, Microsoft Clarity, Meta Pixel + CAPI, PageSpeed / Core Web Vitals

Build: HTML, CSS, JavaScript, React, Shopify Liquid + GraphQL, Lovable, WordPress/Elementor, Cloudflare Workers/Pages/D1

AI: Claude Code, custom AI skills for video and static creatives, image and video models, workflow automation (Make, APIs, Workers)

SEO: technical SEO, structured data (Product, Recipe, Organization), GEO for AI search

EDUCATION & LANGUAGES

B.Sc. Information Systems, UNASP Hortolândia · expected Dec 2026 English: advanced · Spanish: intermediate · Portuguese: native

IT Technician, UNASP Hortolândia · 2023
Certifications: V4 Company "Destrava Receita" (2026) · Google Ads Search