

Yossy Gil Muñoz Vargas

Advertising Designer & Web Developer

Phone: +506 7204 0798 | Email: contact@yossygil.com / yossygilmv@gmail.com

LinkedIn: <https://www.linkedin.com/in/yossy-gil-munoz-web-designer/>

Summary

Creative and detail-oriented Advertising Designer and Web Developer with 3+ years of experience as a Product Owner, leading multidisciplinary teams in creative and tech projects. Proficient in UI/UX design, WordPress front-end development, and digital marketing. Skilled in HTML5, CSS, JavaScript, and Agile methodologies. Passionate about creating intuitive, user-centered designs and optimizing digital platforms for performance and engagement.

Skills

Web Development: HTML5, CSS, JavaScript, PHP, ASP.NET, Bootstrap, WordPress, WooCommerce

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Xd, Premiere Pro)

UX/UI Design: Prototyping, Usability Testing, Information Architecture, Interaction Design

Digital Marketing: Social Media Management, SEO, Analytics

Project Management: Scrum, Agile Methodologies, Product Owner Certified

Other Skills: Photography, Video Editing, AI Tools and Prompting

Experience

Web Developer and Designer – Onboarding Solutions - Carrizo Global

Sep 2024 – April 2025

- Develop and maintain WordPress websites, ensuring optimal performance and user experience.
- Provide technical support and troubleshooting for web platforms and tools.
- Collaborate with cross-functional teams to deliver high-quality web solutions.

Web Development Product Owner – Carrizo Global

Nov 2021 – Sep 2024

- Led a team of developers and designers to deliver web projects on time and within budget.
- Improved website performance by 25% through optimized front-end development and SEO strategies.
- Conducted usability testing and implemented UI/UX improvements.
- Collaborated with stakeholders to define project requirements and ensure alignment with business goals.

Web Developer & Graphic Designer – Carrizo Global

2020 – 2021

- Designed and developed WordPress websites for clients, ensuring responsive and visually appealing layouts.
- Managed social media accounts and created engaging content to drive brand awareness.
- Developed custom web solutions for special projects, including e-commerce platforms.

Digital Marketing & Design Manager – CRS Tours

2015 – 2020

- Managed WordPress websites, including content updates, plugin management, and performance optimization.
- Oversaw digital marketing campaigns, increasing website traffic by 30%.
- Provided IT support for platforms such as AVOXI, ClickDesk, DocuSign, and Tidio.

Graphic Designer Jr. – Ibexca

2012 – 2014

- Created branding materials, illustrations, and web designs for clients.
- Produced final artwork for print and digital media, ensuring high-quality output.
- Assisted with photography and image editing for marketing materials.

Graphic Designer – Faro Creativa Studio

2011 – 2012

- Designed branding materials, illustrations, and web layouts for clients.
- Produced final artwork for print and digital media.

Graphic Designer – Freelance

2010 – 2011

- Developed corporate branding and final artwork for various clients.
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Education

Bachelor's Degree in Graphic (Advertising) Design

Universidad Veritas – 2008 – 2011

English Teaching Studies

Universidad Latina de Costa Rica – 2001 – 2004

Certifications

- Technical Certification in Web Development (Front End) – Universidad Creativa (2021)
 - Specialization in Agile Project Management with Scrum – Instituto Tecnológico de Cartago (2021)
 - LCI Education Network Certificates: Creative UX/UI, Interaction Design, User-Centered Design, Design Thinking, Interface Design (2022)
 - Scrum Product Owner Professional Certificate – CertiProf (2024)
 - Certification for ASP.Net Web Development – Instituto Tecnológico de Cartago (2025)
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Other Experience

- Six years of experience in sportsbook-related customer service.
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Portfolio

yossygil.com

[LinkedIn](#)