

# Stefan J. Caliaro

UX Designer - SEO, WordPress & QA  
Usability Tester | User Analytics | Creative

Sydney, Australia



+61 4 0261 4261 stefan.caliaro@gmail.com stefancaliaro.com linkd.in/1yA2GY8

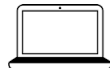
## Delivering World Class User Experiences

Hello there 😊, I have always enhanced peoples' lives via creating delightful experiences; since I was 7.

My passion derives from ensuring that users are initially and always having the most optimal time.

I have been designing and deploying websites for 5+ years now; looking to improve your UX.

### > Industry Experience



### > Education



#### Siteroo

Mar 2018 - Present



#### UX Designer & WP Developer

- Designing distinct websites with my extensive web design, hosting and WordPress (WP) experience since 2012.

- > Tools: Elementor & Divi Page Builders • Illustrator & InDesign
- Cloudflare CDN • AWS EC2 • Google Cloud, Analytics & Domains • G Suite • Hotjar for heatmaps • WP blogging.

#### Prosperity Media

Apr - Jul 2018  
(contract)



#### SEO UI Analyst & Growth Marketer

- SEO backlink acquisition (email outreach) on behalf of clients.
- Proofread live web content, suggested UI edits to improve SEO.

- > Tools: Google Search Console • Ahref • Screaming Frog.

#### Owneroom

Sept 2017 - Aug 2018



#### Web Designer & Copywriter

- Managed WordPress add-ons (MailChimp, Google Analytics), UI elements and rewrote website messaging 3 times (copywriting).

- Resolved 3 major UI bugs across iOS, Android & Desktop.

- > Tools: WP Bakery/VC • AWS EC2/R53 • Cloudflare • Illustrator.

#### Nine Entertainment

Aug - Sept 2014  
(contract)



#### UI Test Analyst

- User acceptance tested a pre-release version of Stan.

- > Tools: Jira • Agile Sprints • G Sheets (use case tests).

#### Google Australia

Feb - Dec 2013



#### Social Media Marketer

- Promoted Google's products and services through Google@UTS social media pages.

- > Tools: Buffer / HootSuite • Bit.ly / Goo.gl link analytics.

#### SingTel Optus

Jul - Dec 2012



#### Data Analyst & Web Developer

- Team of 8, audited 100s of teams' internal apps access.

- Updated internal project time-tracking site (PHP/HTML).

- > Tools: Excel & Outlook • SSL Cert • Sublime/FileZilla.

#### Bachelor of Info Tech. (Co-op)

University of Technology, Sydney

Feb 2012 - Dec 2016

### > Skills



#### WordPress Design/Admin

(Redesigned many websites, Elementor, WP Bakery).

#### Web Hosting

(Linux, AWS, DNS, 301 Redirects, Cloudflare CDN)

QA Testing  
(Jira, UserTesting)

SEO  
(Webmaster Tools,  
GSC, GA, Ahrefs,  
Moz)  
&  
User Analytics  
(Hotjar, GA, Bitly)

Web Development  
(HTML, CSS, PageSpeed, Elementor,  
Web Dev Tools, Network Requests)

Interactive  
Prototyping,  
Web Design  
&  
App Design

Technical  
Content  
Writing

### > Projects & Events



- 2013 - Designed 85 UI interactive screens to show the user flow of an university hiring website, later developed by 2 Developers.
- 2014 - Designed Health monitoring app (User interviews, UXPin).
- 2017/18 - Attended STARTCON, Australia's largest startup Conf.
- July 2018 - Attended WordCamp Sydney; a popular WordPress Conf.
- Sept 2018 - Web Volunteer at TC TechCrunch Disrupt San Francisco.
- Hobbies: Photography, news, HBO Silicon Valley, tennis & microblogging.



Atlassian Co-Founder, Scott Farquhar at Spark Festival 2018