

Stefan J. Caliaro

Web Designer & Digital Marketer

 Beverly Hills, NSW



+61 4 0261 4261



hello@stefacaliaro.com



stefancaliaro.com

Enhancing User Experiences

Hello there 😊, I have always delivered the most efficient UXs, ever since I was a child doing IT Support.

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

Since 2012, I have been **designing and deploying websites**; looking to improve **your UX**.

> Industry Experience

Siteroo

Handcrafted Websites
Apr 2018 - Present



Web Designer & Marketer

- Designing distinct websites with my extensive web design, web hosting (6 years) and WordPress (WP) experience (2 years).

Tools: Elementor (WP), Shopify, WooCommerce • InDesign, Illustrator • Bootstrap • Imagify • Google Analytics, Domains, G Suite • Hotjar

Prosperity Media

SEO Agency
Apr - Jul 2018



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

Property Co-ownership
Sept 2017 - Aug 2018



Web UI Designer & Marketer

- 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

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, I audited 100s of teams' internal apps access.
- Maintained internal project time-tracking site (PHP/HTML).

Tools: Excel & Outlook • Linux SSL Cert • Sublime/FileZilla

> Education

Bachelor of Info Tech. (Co-op)

University of Technology, Sydney
Feb 2012 - Dec 2016

Electives:

- Programming on the Internet (2013)
- Mobile Networking (2014)
- Human-Computer Interaction (2014)

> Skills

Web Development

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

WordPress Design/Admin

(Redesigned many websites, Elementor, WP Bakery, Shopify).

Web Hosting

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




Usability Analysis
(Feedback, interview UI walkthroughs, managing client expectations)

Interactive UI Prototyping, Web Design & App Design

QA Testing
(Jira, UserTesting)

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

> Projects & Events

- 2013 - Designed 85 UI interactive screens.
- 2014 - Designed Health monitoring app.
- 2017/18 - Attended  **STARTCON** twice.
- July 2018 - Attended  **WordCamp** Sydney.
- Sept 2018 - Web Volunteer at  **TechCrunch Disrupt SF**.
- Hobbies: Photos, HBO Silicon Valley, tennis & microblogging.

+More

