

JUSTIN GORELIK

Web Development • SEO • UX/UI • Technology
Jupiter, Florida | hi@jstngr.lk | 917-900-5572
Portfolio: jstngr.lk | LinkedIn: linkedin.com/in/jstngrlk

SUMMARY

Web developer and SEO-focused systems thinker blending UX/UI, technical execution, and strategy to build scalable digital ecosystems. Experienced across full-stack development, Webflow, Next.js, site architecture, performance optimization, and SEO — with a track record of taking projects from concept to deployment and improving discoverability, usability, and conversions.

CORE SKILLS

SEO (technical + local), site architecture, conversion-focused UX/UI, Core Web Vitals optimization, analytics + attribution, CMS / headless builds, AI-enabled workflows. Next.js, React, TypeScript, Tailwind, GraphQL, Supabase, Vercel, Webflow, WordPress, Framer, Figma, Ahrefs, Semrush, GA/Analytics

EXPERIENCE

Freelance Web Developer — JG Pixel | Oct 2023 – Present

Lead end-to-end design and development using Figma to Next.js/Webflow/Framer/WordPress, creating SEO-driven, human-centered, conversion-focused websites. Built scalable content systems, optimized Core Web Vitals, designed UX/UI frameworks, executed local SEO architecture, and managed projects from scoping through deployment, analytics, and iteration.

Webflow Developer — Hero Labs | Dec 2022 – Oct 2023

Developed responsive Webflow builds from designer handoff, embedding SEO structures, metadata, and performance fundamentals. Partnered with clients to align goals with execution and provided ongoing updates, maintenance, and UX refinements.

UX/UI Designer — TitanFlow | Nov 2021 – Dec 2022

Designed core product UX through wireframes, prototypes, and flows; informed decisions

using user feedback and analytics. Created cohesive branding elements and coded HTML/CSS email templates to unify product identity across touchpoints.

Web Design Intern — GoreMedia Solutions | Jan 2019 – Nov 2021

Assisted with WordPress builds and front-end development (HTML, CSS, JS), gaining exposure to accessibility and foundational SEO. Supported theme customization, troubleshooting, and page-layout implementation.

Snapchat Lens Developer — Legre Eyewear | Oct 2018 – Jan 2019

Created AR try-on Snapchat lenses and integrated them into the brand's WordPress site to support digital engagement and conversions.

SELECTED PROJECTS

Eternal IV Therapy — Web Development + SEO

Built full site, schema, and Core Web Vitals strategy. Designed UX, executed local SEO with city-based landing pages, and implemented Google Business alignment.

AI Content Generator — Internal page generation tool

Built a system that generates SEO-ready content and pushes automatically to Eternal IV via Hygraph.

Figma Plugin: Color Palette Generator (≈30,000 users)

Designed and launched a plugin that generates cohesive palettes for designers directly inside Figma.