Axel Uriel Ruscelli

Multimedia designer specialized in web development with WordPress and Elementor.

Contact

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Location: Argentina , Buenos Aires

Professional Profile

WordPress Web Designer and Frontend Developer with over 200 websites created. Specialized in Elementor Pro, responsive design, and performance optimization. Experience in both freelance and in-house environments since 2018.

Skills

• CMS & Builders: WordPress, Elementor, WpBakery
• Frontend: HTML, CSS, JavaScript
• Design: Photoshop, Illustrator, UI/UX
• SEO & Automation: Basic SEO, workflow automation
• Marketing & Performance: Digital marketing, web performance
• Integrations: Forms, CRM (Clientify, HubSpot, GoHighLevel)

Self-Taught Training

Ongoing self-education through platforms like YouTube, Stack Overflow, Medium, and ChatGPT. Focus areas: web performance, UI/UX, technical SEO, site migrations, hosting, automation, no-code tools, and CRM integrations (GoHighLevel, Clientify, HubSpot).

Recent Work Experience

Contractor Marketing Pros
WordPress Website Design and Development
May 2023 - Present

Theme and template customization. Development with Elementor. SEO optimization, plugin integration, security, and maintenance. Responsive design and technical troubleshooting.

Freelance – Web Designer
WordPress Web Design & Development
February 2018 - Present

Custom WordPress websites for small businesses and individuals. Elementor Pro development, speed optimization, CRM integrations, and mobile-first design. Direct client work including branding and performance.

Puro Design Studio
WordPress Web Design & Development
May 2022 - June 2025

Custom design in WordPress. SEO, third-party tools integration, migrations, and performance. Focus on mobile experience.

Global Wizards
WordPress Web Designer
February 2021 - February 2025

Elementor layout, development with HTML/CSS/JS, newsletters, hosting setup, and tech configuration.

Paulo Lucia Agency
Frontend Developer
November 2019 - May 2022

WordPress site maintenance, migrations, visual tools, and basic support.

Education

Higher Technician in Multimedia Design
2015 – 2017
Instituto Sudamericano para la Enseñanza de la Comunicación (ISEC)

High School Diploma – Biological Sciences
2005 – 2009
Instituto Superior Normal N°6 "Vicente López y Planes"

Featured Courses

- English Level 1 & 2 — UBA Language Lab (2024–2025)
- Technical SEO — Semrush (2025)
- JavaScript from Scratch — Educación IT (2020)
- PHP y MySQL - Educación IT - 2019
- Advanced WordPress with Elementor Pro — Udemy (2019)
- WordPress - Udemy - 2019
- HTML5 + CSS3 Complete — Udemy (2018)