

HECTOR VARGAS

Digital Marketing & Web Specialist | UX/UI & Digital Design

Montréal, Québec | +1 (438) 823-1335 | hvhdeveloper@gmail.com | hekvh.com | linkedin.com/in/hector-vargas-developer/

PROFESSIONAL SUMMARY

Digital marketing, web and UX/UI professional with 20+ years of experience combining design, front-end development, SEO, analytics and business analysis. Experienced in building and optimizing websites, landing pages and digital experiences, with hands-on experience in WordPress, HTML/CSS/JavaScript, Figma, GA4, Google Tag Manager and SEO. Strong background working with clients, multidisciplinary teams and marketing initiatives, including experience at VMware and large-scale projects for the Costa Rican Ministry of Finance.

CORE SKILLS

Digital Marketing & Analytics

SEO · Google Analytics 4 · Google Tag Manager · Google Search Console · Conversion Tracking · Landing Pages · CRO Fundamentals · Digital Marketing · Content / Social Media · Video Editing · Audience Research

Web & Front-End

HTML5 · CSS3 · JavaScript / ES6 · Responsive Design · WordPress · Bootstrap · SASS · Tailwind · Drupal · PHP · React & REST APIs

UX/UI & Design

Figma · UX/UI Design · Wireframing · Prototyping · Responsive Design · Adobe Photoshop · Adobe Illustrator · Adobe Premiere

Project / Business

Business Analysis · Client Communication · Requirements Analysis · QA / Troubleshooting · Project Coordination · Team Collaboration · Jira · Asana · Scrum · Stakeholder Management

LATEST DIGITAL MARKETING PROJECT

Marie-Hélène Filion Perreault — Website & Digital Marketing

2026 | Montréal, Québec | mhferreault.com

- Redesigned and developed a WordPress website with a focus on UX, conversion and client objectives.
- Implemented GA4 and Google Tag Manager for website and form conversion tracking.
- Configured Google Search Console and addressed technical SEO/indexing issues.
- Conducted competitor and landing-page research to support Google Ads and conversion strategy.
- Developed audience, problem, messaging and landing-page architecture for a targeted campaign.

PROFESSIONAL EXPERIENCE

Web Design Specialist & Developer | Digital Marketing

2024 – Present | McCartney Interactive

- Lead web design and development projects combining UX/UI, SEO, digital marketing and business requirements.
- Design and build responsive websites and digital experiences using WordPress, HTML, CSS and JavaScript.
- Collaborate with clients and digital marketing teams on website strategy, content, SEO and conversion objectives.
- Provide freelance consulting in UX/UI, web development, digital marketing and video production.

Business Analyst II (PRO)

2021 – 2023 | VMware

- Analyzed and improved web-related processes and solutions for a large-scale corporate intranet.
- Designed and developed web pages and event sites supporting internal communications and marketing initiatives.
- Collaborated with stakeholders, QA, training and platform teams.
- Worked as a Cerkl platform specialist and supported video/web content initiatives.

Product Manager | UX/UI & Front-End Development

2020 | Arkkosoft

- Led UX/UI, information structure and front-end development for two large-scale digital platforms for the Costa Rican Ministry of Finance.
- Managed client meetings and requirements gathering with groups of up to 10 participants.
- Designed and developed two customized WordPress themes using PHP, JavaScript and CSS.
- Coordinated design and technical decisions to deliver projects according to client requirements.

Community & Content Manager

2019 | Oveja Negra Producciones

- Managed social media and digital content for academic and institutional initiatives.
- Developed concepts and visual content supporting communication and promotional campaigns.
- Supported the launch of a new Master's Degree program at the University of Costa Rica through community and content management.

Freelance Web Developer | UX/UI Designer

2017 – 2019 | Hunger Relief International

- Analyzed and optimized web resources for Hunger Relief International.
- Designed and developed websites for individual clients and organizations.
- Collaborated with international stakeholders on web and application projects.
- Contributed to the design and development of a large-scale application project for investors in Mexico.

Web Designer & Developer | Front-End & SEO

2007 – 2016 | Bond Enterprises Ltd. Costa Rica

- Designed and developed websites and digital interfaces, including UX/UI, front-end development and maintenance.
- Served as ActionScript lead programmer on interactive web projects.
- Administered and migrated Drupal websites.
- Collaborated with teams on web development and technical improvements.

Web Designer & Interactive Developer

2006 | Monkey Designers, Costa Rica

- Developed interactive web experiences using ActionScript and Flash.
- Designed and developed conceptual websites and animations.

Web Designer & Developer | SEO

2001 – 2006 | BetonSports PLC, Costa Rica

- Started as a Junior Web Designer and Developer, creating web interfaces using HTML and Photoshop, and progressively expanded responsibilities into front-end development, SEO and interactive web development.
- Worked with PHP, SQL, CSS, JavaScript and ActionScript across web projects.
- Contributed to website development, maintenance and technical improvements.

SELECTED PROJECT

Co-Founder & Director | Web Design & Development

Oct 2013 – May 2014 | CirculoDelMiedo Web Magazine

- Co-created a conceptual Costa Rican web magazine showcasing emerging talent, unique places and inspiring stories.

EDUCATION & PROFESSIONAL DEVELOPMENT

Systems Engineering

Universidad Latina de Costa Rica | 1996 – 2001

Design & Interactive Development: Macromedia Flash, ActionScript, Photoshop & Illustrator

Cyber U | 2001

Continuing Professional Development

Web Development & Front-End Technologies · UX/UI & Figma · SEO & Digital Marketing · WordPress & E-commerce · JavaScript / React / REST APIs · Analytics, AI & Digital Tools

LANGUAGES

Spanish — Native · English — Professional · Italian — Intermediate · French — Beginner (studying)