Mert Donmez

Detail-oriented Web and Conversion Designer with over 4 years of agency experience building high-performing, user-centric websites.

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EXPERIENCE

Webrunner Media Group, Montreal, QC

Web Designer — Oct 2024 – Present

- Design and develop high-converting websites primarily utilizing tools such as Duda, WordPress, Squarespace, Wix and Webflow for a diverse portfolio of clients across the USA and Canada.
- *Enhance and optimize visual assets, including icons, shapes, and client-provided imagery, utilizing Adobe Creative Cloud and Affinity.*
- *Develop temporary branding guidelines and moodboards for clients lacking established brand identities to ensure visual consistency across all digital touchpoints.*
- *Implement SEO and SGE-friendly content strategies and formatting to maximize search visibility and structural performance.*
- *Integrate third-party applications to enable robust lead tracking and reporting, while engineering custom technical solutions for unique client requests.*
- *Serve as the primary technical point of contact for hosting configuration, domain management, DNS settings, and comprehensive site troubleshooting.*
- *Draft and maintain detailed Standard Operating Procedures (SOPs) to document new technical processes, integrations, and design methodologies for the wider team.*

Conversion Designer — Apr 2021 – Oct 2024

- *Designed and developed high-converting landing pages tailored for PPC and social media advertising campaigns, including Facebook and Instagram.*
- *Transitioned departmental workflows from Unbounce to Instapage, leveraging advanced Instapage features to maximize campaign conversion rates.*
- *Managed the end-to-end technical launch of landing pages, handling ongoing maintenance, troubleshooting, and rapid execution of seasonal promotional updates.*
- *Conducted rigorous A/B testing to optimize user journeys, generating detailed conversion reports to inform ongoing advertising strategies.*
- *Authored comprehensive SOPs to standardize the adoption of new design approaches and technologies within the department.*

SKILLS

HTML, CSS, Javascript, PHP, Tailwind CSS, Angular, React, VueJS, Bootstrap

TOOLS & APPLICATIONS

Photoshop, Illustrator, Indesign, XD, Krita, Aseprite, Affinity Photo & Design, Canva

WordPress, Duda, Instapage, Squarespace, Wix, Webflow, Unbounce

LANGUAGES

English - Fluent

French - Beginner

Turkish - Native

IBE Groupe, Montreal, QC

Graphic & Web Designer — 2020 – 2021

- Developed and maintained the company website to ensure optimal performance and user experience.
- Designed digital and print marketing collateral, and created visual content for company social media accounts.
- Developed a specialized shift screening application for internal use.

Association for Solidarity with Asylum Seekers and Migrants (UNICEF Program), Istanbul, Turkey

Monitoring & Evaluation Specialist — 2016 – 2019

- Managed the workflow of data entry operators and provided comprehensive supervision on database management.
- Conducted periodic data collection and delivered analytical reports and presentations directly to UNICEF stakeholders.

EDUCATION

Herzing College, Montreal, Canada

AEC, Graphic Design for Web — 2019 – 2020

Selcuk University, Konya, Turkey

B.A., Sociology — 2009 – 2013