Tiphanie Costeur

Senior Web Designer & Developer

Personal Profile

The ideal role for me would allow me to leverage my skills in web design and development, with a focus on creating seamless, engaging digital dynamic experiences.

I specialise in CMS platforms like WordPress and Shopify and have experience in front-end technologies, including HTML, CSS, PHP and JS.

I'm open to specialised roles and excel at collaborating remotely, backed by five years of successful remote collaboration.
I'm interested in freelance, permanent roles as well as contract-based opportunities.

Skills & Interests

I am experienced with the following:
HTML, CSS, SASS, PHP, JS, Bootstrap, GIT, Jira
WordPress, Shopify, Squarespace, Webflow, Wix
Photoshop, Indesign, Illustrator, Figma, Canva
Mailchimp, Hubspot, Semrush
On and off page SEO, Technical SEO
Google Tools (Analytics, Console, Ads, GMB)
Zapier, Automation flow

Education

Diploma of Software Development
2017

Master of Digital Communication
2014

Bach. of Media and Communication
2010-2013

Languages

French: Native
English: Bilingual
Spanish: Moderate

Contact Info

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tiphaniecosteur.com

Work Experience

Freelance Web Designer & Developer
Since Oct 2023

- Design and develop custom, responsive websites using HTML, CSS, JavaScript and WordPress.
- Create dynamic, user-friendly digital experiences tailored to client needs.
- Design wireframes, mockups, and prototypes for seamless user journeys.
- Craft unique brand identities and design elements aligned with client visions.
- Provide ongoing maintenance, updates, and technical support.
- Ensured responsive, optimised, and high-performance websites.

Marketing and Web Specialist
Oct 2023 - Dec 2024

Spectur *is a provider of solar-powered camera systems, specialising in security and surveillance solutions for various industries.*

KEY ACHIEVEMENTS

- Modernised Spectur's branding across all marketing materials.
- Led the launch of a new website, improving UX and engagement.
- Delivered marketing campaigns that boosted lead gen and engagement.

RESPONSIBILITIES

- Managed multi-channel marketing campaigns.
- Ensured brand consistency in marketing materials.
- Continuously optimise website performance and elevate UX.

Head of Dev and Design
July 2022 - Oct 2023

DXP Marketing *was born out of admiration for Corematic's branding by its clients. We seize this opportunity to assist tech industry clients in design and marketing.*

KEY ACHIEVEMENTS

- Successfully attracted new clients through visually appealing designs.
- Expanded the team from 1 to 3 members within a year.

RESPONSIBILITIES

- Led and managed a team of 3 individuals.
- Ensured customer satisfaction by addressing their design & marketing needs.

Marketing & Design Manager Mar 2022 - Oct 2023
UI/UX Developer Nov 2020 - Mar 2022

COREMATIC *provides engineering support to businesses that want to keep full IP control through tailored solutions in robotics, AI, and machine learning.*

KEY ACHIEVEMENTS

- Expanded Corematic's national and international presence with strategic marketing initiatives.
- Designed and built the corematic.com.au website entirely from scratch using pure code (HTML, CSS, JS)
- Created innovative interfaces, wireframes, and mockups using Figma.

RESPONSIBILITIES

- Designed HMI systems based on engineers' specifications.
- Enhanced branding for Corematic and its associated brands.
- Created strategies to enhance Corematic's reputation and increase web traffic.
- Managed and approved marketing materials, including banners, brochures, and case studies.