

Diogo Frias.

Web Designer & Developer · UI/UX, digital experiences and AI



WEB DESIGN

UI/UX

RESPONSIVE

LANDING PAGES

INTEGRATIONS

SEO

AI

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LIVE

glowingstudio.pt
Website and bookings

8dlongevidade.pt
Brand website

beach24h.pt
Event website

dpilates.pt
Studio website

01 Profile

I design and build responsive websites, landing pages and digital systems, from business need to launch: interface and UX, AI-assisted development, integrations, databases, back offices and SEO.

My background in marketing shapes what I build: I know what a website needs to communicate and convert. As Marketing Director at Grupo D, I built the websites for the group's four brands. I also built an online booking system with automated reminders, and I am building DGym, a 24/7 gym with sign-up, payments and QR access. BA in Advertising and Public Relations.

02 Experience

● Marketing Director · Grupo D

since 2024

Joined as Marketing Manager; promoted to Marketing Director after two months.

- Design and develop the websites for four brands (Dino's, DPilates, 8D and Beach24H), from concept and interface to launch.
- Redesigned the Dino's website for desktop and mobile, with clubs, programmes, results and recruitment, and real photography instead of stock images.
- Building DGym from scratch with AI: a member app with QR access, four-step sign-up with payments, and a club management console.
- Built the Beach24H digital system in a single app: registrations, check-in, staff rota and site map.
- Build internal tools and automations (Zapier) and run email and SMS marketing for a base of 6,000 members.
- Lead communications for the four brands and produce the video, photography and design that power the websites.

○ Marketing Specialist · WEDEV

Jul 2023 to Apr 2024

Online advertising campaigns, content and social media for clients.

○ Design, 3D modelling and 3D printing · Freelance

2024

Original 3D characters: modelling, rendering and printing.

○ Multimedia Producer, internship · 2PLAY

Apr to Aug 2021

Graphic design, video editing and multimedia content.

○ Co-founder · Unlock SB / Bewave Records

2020

Own ventures: product, branding, marketing and production.

○ Earlier experience, 2016 to 2023

Restaurants, hospitality, brand promotion and manufacturing: customer service and sales.

03 Skills

WEB DESIGN & UI/UX

Web, UI and landing page design

UX and user flows

Responsive design, desktop and mobile

Conversion-focused design

DEVELOPMENT

AI-assisted websites and apps

Back offices, dashboards

Databases

Integrations: payments, WhatsApp, Zapier

Deployment and hosting

DIGITAL EXPERIENCES

Interactive interfaces

Motion, video and photography for web

MARKETING

SEO, Search Console and Analytics

Copywriting and content

Email, SMS and automation

04 Technologies

AI DEVELOPMENT

Claude, Codex, Antigravity

WEB, DATA & DEPLOYMENT

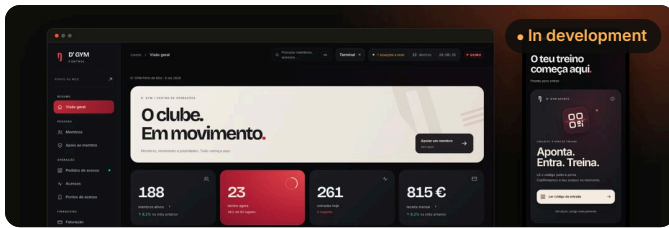
HTML, CSS, JavaScript, Supabase, Stripe, Zapier, Vercel, Netlify, Hostinger

DESIGN & MOTION

Photoshop, After Effects, Premiere, Blender, Canva, Firefly, Nano Banana, Veo

05 Portfolio

Web and digital projects, from challenge to launch.
Sites marked live can be opened.



DGym

01 DIGITAL PRODUCT · WEB APP · CONSOLE

CHALLENGE A 24/7 gym with no front desk: sign-up, payment and door access have to work on their own, and together.

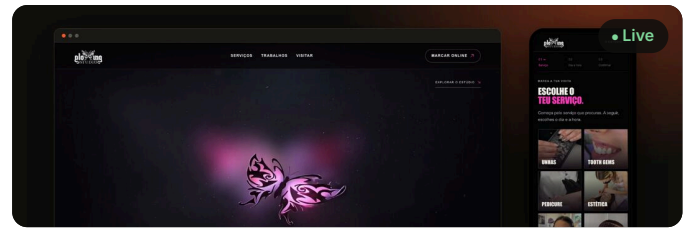
WHAT I BUILT Member app with QR access, four-step sign-up (plan, details, payment, access), a real-time club console and an entrance terminal that validates the QR code.

ROLE

Full product: concept, flows, interface and development.

TECHNOLOGY

Supabase · Stripe (test mode) · AI-assisted development



Glowing Studio

glowingstudio.pt

02 WEBSITE · ONLINE BOOKING · BACK OFFICE

CHALLENGE Give a beauty studio a place to show its work and let clients book a service, day and time.

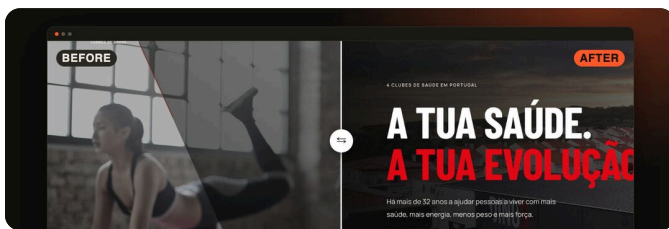
WHAT I BUILT Website, three-step booking, automated WhatsApp reminders and a back office with calendar, clients, revenue, team and services.

ROLE

Design, development, database and SEO, end to end.

TECHNOLOGY

Supabase · Vercel · Google Search Console



Dino's Health Clubs

03 REDESIGN · BEFORE AND AFTER · RESPONSIVE

CHALLENGE Refresh the digital presence of the group's health clubs.

WHAT I BUILT A new website with clubs, programmes, results and recruitment, for desktop and mobile.

BEFORE

Previous website built on stock photography.

AFTER

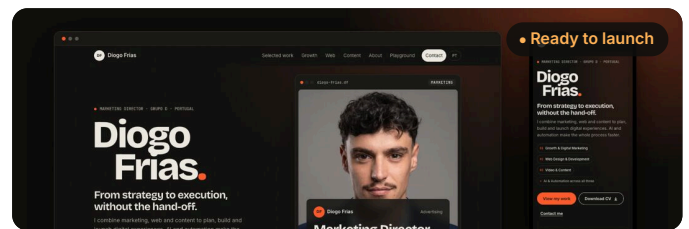
New website with real club photography, shot by me.

ROLE

Design and development, photography and video.

TECHNOLOGY

Responsive design · original photography



Portfolio & CV

04 PERSONAL WEBSITE · INTERACTIVE · PT/EN

CHALLENGE Show web, video and audio work in one place, in two languages, with the CV always matching the website.

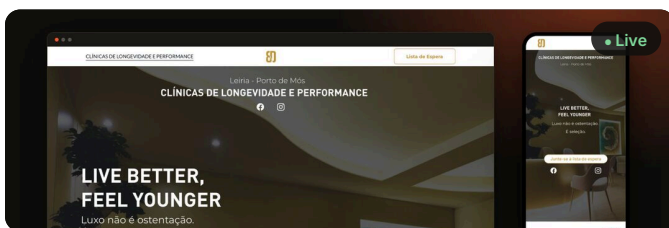
WHAT I BUILT Bilingual website with a before/after slider, a synced A/B audio player, a video reel and a timeline; the PDF CV is generated from the same source.

ROLE

Concept, design and development.

TECHNOLOGY

HTML · CSS · JavaScript · AI-assisted development



8D

05 BRAND WEBSITE · MOTION · VIDEO

CHALLENGE Give a face to the 8D longevity clinics in Leiria and Porto de Mós.

WHAT I BUILT Brand website, backed by team videos (animated lower thirds, PT/EN subtitles), logo animation, a teaser and clinic photography.

ROLE

Website, video and photography.

TECHNOLOGY

Web design · motion graphics



Beach24H

06 EVENT WEBSITE · STAFF SYSTEM

CHALLENGE Set up the digital operation for 24 hours of Spinning® on the beach, from check-in to real-time coverage.

WHAT I BUILT Event website and a single staff app: protocol, rota, site map, participant check-in and registrations.

ROLE

Organisation, system, website, video and photography.

TECHNOLOGY

Website · internal staff app

06 Education

BA in Advertising and Public Relations

School of Education of Viseu (ESEV) · 2022

07 Languages

Portuguese native · **English** advanced

Driving licence (category B)

Let's talk?

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