Calie Boateng

Web Designer. WordPress, SEO, PPC and conversion rate optimisation.

Liverpool, UK hello@madebycalie.co.uk madebycalie.co.uk Open to full-time, part-time or contract roles

Profile

Web designer who builds and grows WordPress websites that turn visitors into high-quality enquiries. I take sites from the first build to the results after launch, improving them with technical SEO, Google Ads, CRO and GA4.

150%
more completed claim forms after simplifying the eligibility step

15%
landing-page conversion uplift from A/B tests

25%
lower cost per enquiry on a client's Google Ads

25%
organic traffic growth from keyword-led page copy

Experience

Freelance Web Designer
Nov 2023 to present

Made by Calie, Liverpool (alongside CEL until Oct 2026)

- Designed and built an investment advisory firm's WordPress site from scratch: bespoke theme, Yoast SEO, forms, redirects and speed work
- Manage client sites, keeping them fast and up to date on mobile and desktop
- Cut clients' Google Ads cost per enquiry by up to 25% by adding negative keywords to filter out irrelevant searches
- Designed and built live WordPress sites for a recruitment agency (job search, online applications, CV upload) and a renovation firm (photo quote form, tap-to-call)
- Set up GA4 and form submission events across managed sites, and used the data to fix drop-offs
- Lifted organic visibility through crawl fixes, internal linking and competitor research

Lead UX Designer
Nov 2023 to Oct 2026

CEL Solicitors, Liverpool

- Owned UX for the website's service pages, working with the developer to improve conversion and build in WCAG 2.2 accessibility
- Ran A/B tests on landing pages to find which versions brought in more claims
- Increased claims form completion by 150% by letting users give their loss as a range, as few could recall the exact amount
- Used GA4 and user research to find and fix friction points in forms and calls to action
- Added Breadcrumb and Service schema, improving click-through from search results

Senior Web Designer, Freelance
Dec 2021 to 2023

Studio Zell, Liverpool

- Grew a shea butter exporter's organic traffic by 25% by rewriting titles, meta descriptions and copy around high-intent keywords
- Took more than a dozen WordPress websites from brief to launch for SaaS and e-commerce clients

Web Designer

May 2018 to Sep 2020

Esoko, Accra, Ghana

- Increased user engagement across the company's data collection web app by 20% with clearer, action-led CTAs and related-content links
- Ran usability testing that found key pain points and reduced support complaints

Senior Web Designer

Feb 2016 to Mar 2018

Hubtel, Accra, Ghana

- Designed mobile-first, responsive UI for high-traffic web apps and the company website
- Worked with the marketing team on rich media banners and campaign graphics

Selected projects

Constelor Investment Holdings

constelorinvestment.com

Custom WordPress rebuild for an investment advisory firm, with a page for each of its four practices, filterable case studies and a two-step enquiry form.

Omega Recruitment

omegarecruitmentservices.co.uk

A brochure site rebuilt as a working recruitment site on a custom WordPress theme and plugins, with live job search, mobile applications, CV upload and job alerts.

SheaTree Ghana

sheatreeghana.com

Custom WordPress build for a shea butter exporter, putting order sizes, shipping answers and the team behind the company up front for overseas buyers.

More case studies at madebycalie.co.uk/work

Skills

WordPress	Custom builds, themes, plugins, forms, redirects, updates, Yoast SEO, Gravity Forms, site speed, Core Web Vitals
SEO	Technical and on-page SEO, keyword and competitor research, schema, internal linking, Google Search Console
PPC	Google Ads, search-term analysis, negative keywords, budgets and bidding, PPC landing pages, display ads
Conversion	CRO, A/B testing, GA4, conversion tracking, form usability
Design and UX	Responsive and mobile-first design, user journeys, usability testing, WCAG 2.2, design systems
Tools	HTML, CSS, JavaScript basics, Figma, Adobe Creative Cloud, Adobe XD, Sketch

Education

Member, Interaction Design Foundation

Certification in Web Design, Alison Learning

Certification in WordPress, Alison Learning

Certified HTML Developer, W3Schools