Makpal Khassenova

Lead Webflow Engineer & Growth Architect | Product Designer
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Professional Summary

Senior Webflow Engineer and WebOps Architect with over 5 years of experience bridging the gap between high-converting product design and scalable web infrastructure. I specialize in helping B2B brands and marketing agencies build zero-maintenance Webflow ecosystems, integrating complex MarTech stacks, and executing secure CMS migrations. Driven by Core Web Vitals (CWV) and Conversion Rate Optimization (CRO), I engineer developer-ready platforms that scale marketing efforts without technical debt.

Core Technical Skills

- **WebOps & Infrastructure:** Webflow Enterprise, Custom CMS Architecture, Vercel, Cloudflare Workers, DOM Optimization, CWV.
- **MarTech & Automations:** Make, n8n, HubSpot, GoHighLevel, Meta Business Manager.
- **AEO, SEO & Data:** Advanced JSON-LD Schema, Semrush, Ahref, Google Analytics 4, Amplitude, SQL, Postgres.
- **Design & UX:** Figma (Developer-ready UI, Auto-layout), CRO-driven wireframing.

Work Experience

Teamflect (Official Microsoft Partners) | Remote

Lead Webflow Engineer & CMS Architect | April 2024 – Present

- Led the end-to-end migration of an enterprise-grade website and blog from a custom WordPress build to Webflow, executing a zero-downtime transition while fully preserving SEO integrity and URL structures.
- Engineered a complex, relational Webflow CMS architecture, creating a scalable foundation for the content team and future conversion initiatives.
- Eradicated technical debt and optimized DOM structures, catapulting Core Web Vitals performance scores from a failing 34 to a stable 90-92+, directly protecting the brand's paid acquisition ROI.

- Integrated VWO for A/B testing, driving a 20% increase in targeted conversion metrics across the MENA region.

Shen Real Estate | Remote

Webflow Growth Architect & AEO Specialist | May 2026 – September 2026

- Designed a dynamic Webflow infrastructure to support an AI-powered real estate catalog covering the entire Ontario province, integrating heavy third-party data feeds.
- Deployed advanced JSON-LD schema ecosystems to scale AI search visibility (AEO), driving AI search impressions from 40 to 1,260 in just 28 days (Google AI Search) and capturing direct inbound leads from LLM chats (ChatGPT, Gemini, Claude).
- Connected product data with marketing pipelines to launch hyper-targeted ad campaigns (Google/Meta ads) and track behavioral analytics.

Virsyn.AI | Remote

Webflow UI/UX Engineer | February 2025 – March 2026

- Designed structurally flawless, developer-ready Figma interfaces and translated them into high-converting Webflow layouts tailored for the B2B AI sector.
- Built and integrated marketing funnels via GoHighLevel to maximize lead capture and reduce drop-offs.
- Managed stakeholder communication, translating complex AI product requirements into actionable Webflow development sprints and maintaining strict quality control.

Independent B2B Contractor (Upwork Top Rated Plus) | Remote

Webflow Engineer & UI/UX Designer | 2023 – Present

- Achieved and maintained Top Rated Plus status (top 3% of talent) with a 100% Job Success Score, delivering end-to-end Webflow builds for international SaaS, B2B, and marketing agencies.
- Engineered custom Webflow architectures from scratch, incorporating complex CMS relational databases, dynamic filtering, and custom JavaScript event handlers.
- Managed the full product development lifecycle as a solo technical partner: from initial technical discovery and Figma wireframing to final Webflow deployment and MarTech integration.
- Consistently audited and resolved technical debt for clients, optimizing DOM structures and third-party script loading to achieve green Core Web Vitals.

DoubleReading | Remote

UX Designer | Jul 2022 – Jan 2023

- Conducted user research, mapped user journeys, and designed high-fidelity prototypes to optimize the core product experience.
- Designed and developed the product's marketing website from scratch, taking full ownership of the digital presence from initial wireframes to final deployment.
- Utilized User Experience (UX) and Cascading Style Sheets (CSS) principles to build a seamless, conversion-focused user interface.

ithappy studios | Remote, part-time
Lead Project Coordinator | Mar 2021 – Feb 2026

- Coordinated production workflows and supported end-to-end project delivery, successfully aligning creative, technical, and client-facing teams to meet strict quality, scope, and timeline requirements.
- Facilitated cross-functional communication and managed resource allocation, scheduling, and workload balancing across multiple concurrent projects.
- Tracked project milestones, maintained detailed documentation, and streamlined coordination processes, directly improving on-time delivery rates.
- Proactively identified project risks and dependencies, contributed to mitigation planning, and coordinated internal and client review cycles to ensure consistent, high-quality output.

Education

- AGEU | Economics, Bachelor's degree
- Kokshetau College, Translation Studies

Certifications

- Google UX Design | Coursera / Google
- Google Data Analytics Specialization | Coursera / Google
- Agile with Atlassian Jira | Coursera
- Google BI certification | Coursera / Google
- Product Analytics Certification |Pendo
- Digital Adoption Certification |Pendo
- Analytics & Data Management |Amplitude
- SQL PRO | SQL Academy