

Francesco Villari

WEB DESIGNER & DEVELOPER · INDUSTRIAL ENGINEER

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PROFILE

Freelance web designer and developer with an engineering background. I build fast, custom websites, produce AI-generated video ads and craft visual identities for SMBs and professionals. My method is engineering-driven: every project starts from data and closes with measurable results.

EXPERIENCE

SEO collaboration — ForzaSEO 2026 — present

ForzaSEO

Organic search projects in collaboration with ForzaSEO: technical audits, performance optimisation and SEO strategy support.

Freelance web designer & developer 2024 — present

francescovillari.com

- Custom websites, **fast and optimised** for Google search
- AI-generated video advertising: **–70% production costs** vs. traditional workflows
- Complete visual identities: logo, palette, social and campaign graphics
- Documented result: **+150% Instagram reach in 10 days** (Sorrentino case)

Web projects and content for local businesses 2023

Websites, social media and campaigns for shops and emerging brands: the portfolio's first documented results.

EDUCATION

MSc in Smart Industry Engineering 2026 — ongoing

University of Salerno, Italy

Taught entirely in English, focused on Industry 4.0 technologies: machine learning, big data, automation and smart manufacturing.

BSc in Management Engineering 2025

University of Salerno, Italy

Systems optimisation, economic analysis and process management.

SKILLS

Websites

Design, development and publishing of custom websites

Speed & visibility

Load-time optimisation and Google visibility

Generative AI

Video ads, imagery, AI-assisted production workflows

Graphics & branding

Logo design, palettes, typography, social graphics

Data & automation

Python, process analysis and automation

Publishing & hosting

Netlify, domains, forms and email notifications

LANGUAGES

Italian native

English C1

IELTS Academic — 7.5

C1 certification · 2026

CERTIFICATIONS

BLS-D

Basic Life Support & Defibrillation