

Carlos Crespo

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SUMMARY

Web designer, developer who builds fast, modern websites that make small businesses money. I handle everything in-house, brand, build, hosting, ongoing support, so owners get one person who knows their business. My rebuild of one cafe's site helped grow its sales 107%.

WHAT I DO

- Custom websites, brand identity for small businesses, restaurants, personal brands
- Hosting, maintenance, SEO, content updates after launch, no agency runaround
- Client portals, online menus, booking / lead capture
- Built on a modern, fast stack (Next.js, TypeScript, Vercel) that loads quickly, ranks well

SELECTED WORK

- **La Joya Mexican Cafe** (la-joya-cafe.com): Full rebuild plus brand, social; sales grew 107%, monthly losses turned to profit.
- **CNC Painting** (cc-pi.com): Marketing site, lead generation for a commercial / residential painter.
- **Lexy Lamparelli Portfolio** (lexylamparelli.cv): Personal-brand site for a social media manager.
- **CSolutions Platform** (carloscrespo.info): My own client portal with billing, support requests, project tracking, so clients have a real place to manage their site.

EXPERIENCE

Founder, CSolutions (Web Design & Support), Boston, MA

Mar 2025 - Present

- Design, build, launch, maintain websites for small businesses across Boston, the SF Bay Area, Seattle.
- Run a client portal for support requests, billing, updates; provide ongoing hosting, maintenance plans.
- Handle brand identity, copy, SEO, performance so each site is built to bring in real customers.

General Manager, La Joya Cafe, San Francisco, CA

Sep 2024 - Dec 2025

- Grew sales 107% through website, brand, marketing improvements; ran day-to-day operations, finances, staffing. This is why I understand small-business owners, I have been one.

SKILLS

- Web design, development, brand identity, copywriting
- SEO, performance, Core Web Vitals optimization
- Hosting, maintenance, ongoing client support
- Next.js, TypeScript, React, Tailwind CSS, Stripe payments

EDUCATION

Bachelor of Science in Computer Science, University of San Francisco

Dec 2025