

Andre Costa

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SUMMARY

I build websites for local businesses that are good at what they do but are losing customers to a search result. I design, write and build every Loomwest site by hand and stay the point of contact afterward. Before a site goes live, I measure it on a phone and check it against a nineteen-point launch checklist.

EXPERIENCE

Founder and designer, Loomwest (Gilroy, California)

August 2026 to present

- Design, copy, build and launch of websites for local businesses at fixed prices, live in three to seven days.
- Eight sites live (seven for clients plus loomwest.com), two more in client review.
- Every launch ships with a private preview and a review form, a privacy page, map links, and visit counting with no cookies.
- Care plans for changes after launch; local ads built and managed for clients; a free Website Report Card for any business.

LOOMWEST MILESTONES, 2026

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| • Aug 18 Loomwest is named, Gilroy | • Aug 29 The Work page and design range | • Sep 25 Auburn Sewing Studio |
| • Aug 22 loomwest.com goes live | • Sep 4 South County Window Cleaning | • Oct 2 Pastelaria Adega |
| • Aug 23 The free Website Report Card | • Sep 10 Faria Accountancy Corporation | • Oct 5 Petiscos by Adega |
| • Aug 27 Nine Star Drywall, the first launch | • Sep 22 Soul Beauty Spa | • Oct 5 The Content Studio opens |

SELECTED WORK (CLIENT SITES, EXAMPLE SITES, MOTION AND REELS)

- **Petiscos by Adega**, San Jose: petiscosadega.com (restaurant, reservations and delivery)
- **Pastelaria Adega**, San Jose: pasteladega.com (bakery, ordering, markets on a map)
- **South County Window Cleaning**, Gilroy: southcountywindowcleaning.com (three pages, before-and-after solar slider, the owner's own photography, holiday lighting gallery)
- **Faria Accountancy Corporation**, San Jose: fariacpas.com (one refined, type-led page with the owner's services, logo, photo and credentials)
- **Example sites** (fictional businesses, built to show styles): The Materials Lab, The Kitchen-Tech Company, The Design-Build Studio, The Trail Store, The Auto Shop, The Counseling Practice, The Cinematic, The Balanced, The Clean & Simple, The Editorial, The Brutalist, The Neo-Retro, The Desktop, The Atelier, The Launch, The Sketchbook, The Barbershop, The Detail Studio and The Light Table; all on loomwest.com/work.html.
- **Motion and Reels** (seven motion films designed, animated and scored in house, on loomwest.com/content.html): Website Report Card (also an Instagram Reel on @loomwest.design, October 6, 2026), One Tap, On the Map, Five Checks, Before and After, Blueprint and Detailers; and the Reel Just Launched No. 1, Petiscos by Adega (Instagram, October 9, 2026).
- **Soul Beauty Spa**, San Rafael: soulbeautyspa.com (searchable 67-treatment menu, booking from every section)
- **Auburn Sewing Studio**, Auburn: sewauburn.com (classes with online payment)
- **Nine Star Drywall**, Hollister: ninestardrywall.com (the company's first website, interactive texture room to compare finishes, real reviews)
- In review: Trilogy Adult Services and Lujan & Lee Commercial Services, Concord.

CASE STUDY: LOOMWEST.COM, MY COMPANY'S OWN SITE

loomwest.com, designed, written and built by hand

Live since August 22, 2026

The launched work and the design range, and a visit turned into a booked call or a request: the free Website Report Card (five checks, back within one business day, with an instant PageSpeed Insights first look while the visitor waits), Work page tours of each launched site, the Content Studio's seven motion ads, and a free 15-minute call booked straight from the calendar, with the quote on the call. 59 Report Cards published.

SKILLS

Web: Web design · Front-end development (HTML, CSS, JavaScript) · Copywriting · Client relationships. **Ads & marketing:** Search engine optimisation · Local marketing · Google Business Profile · Meta ads · Instagram content (posts, Reels and Stories). **Motion & video:** Motion graphics built in code · Short-form video editing · AI-assisted video (Higgsfield). **Platforms:** Shopify · Stripe · Hostinger.

ALWAYS LEARNING (NEW WEB SKILLS, ALREADY IN USE ON LIVE SITES)

Accessibility testing (WCAG, checked with axe) · Page speed on phones (PageSpeed Insights) · Structured data for search (schema.org) · Cookie-free visit counting (GoatCounter) · Interactive maps (Leaflet with OpenStreetMap) · Online payments (Stripe Payment Links)