



# MC

## MEL CALDERÓN

UX/UI DESIGNER,  
WEB DESIGNER  
& DEVELOPER

See online resume: <https://melcalderon.com/personal.html>

### INFO



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PHONE

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PORTFOLIO

[www.melcalderon.com/portfolio.html](http://www.melcalderon.com/portfolio.html)



LINKEDIN

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ADDRESS

Santa María Endaré, Joc.  
Méx., CP 50737.

### SKILLS

BOOTSTRAP 80%

HTML5 87%

CSS3 87%

JS 50%

BALSAMIC 98%

XD 98%

FIGMA & PLUGINS 98%

SKETCH 90%

WORDPRESS & BUILDERS 93%

WOOCOMMERCE 93%

MYSQL 20%

PHP 15%

### ABOUT ME

My role as a UX/UI designer and web developer extends beyond merely creating a website or application. It involves a continuous pursuit to reflect the value and quality of the products and projects I have collaborated on or coordinated, by designing innovative solutions that enhance the user experience. For me, UX/UI becomes a crucial tool for achieving a harmonious interaction between the user and technology. I have experience in crafting engaging and functional digital solutions for applications, websites, and products, utilizing various tools for development, UX/UI design, tracking, and digital marketing.

### EDUCATION

2012 - 2018

FACULTY OF ARTS, UAMEX  
BACHELOR'S DEGREE IN DIGITAL ART

Specialization in Animation

Visual Experience in Photography, Rotoscoping, and 2D Animation

2020 | ACTUAL

SEE CERTIFICATES: <https://melcalderon.com/personal.html>

I'M CERTIFIED IN:

Web and Mobile Design: UX/UI | Master's in User Experience Design | UX/UI Design Course - Figma | SEO Positioning Course | Design Thinking | Scrum Master | Web Design: HTML and CSS | Diploma in Political Marketing | WordPress WooCommerce Development Course | B2B Digital Marketing Course | Applied Digital | Neuromarketing Course | Content Marketing, B2B Content.

### SELF-TAUGHT

I enhance my skills through online courses in UX/UI, usability, and user experience for web and mobile development. By acquiring and applying new tools and trends, I continuously improve both my professional and personal abilities.

2009 - 2012

OFFICIAL  
HIGH SCHOOL 60

GENERAL HIGH SCHOOL DIPLOMA

### EXPERIENCIA LABORAL

JAN 2021 - JUL 2024

WEB DEVELOPER &  
UX/UI DESIGNER LEAD

MARKETING PARA MÉDICOS Y SOLUCIONES EJECUTIVAS | FULL TIME REMOTE JOB

#### - UI RESPONSIBILITIES:

I Focused on creating visual experiences and brand identity through aesthetics and pragmatics, applying behavioral science principles to avoid design biases.

I Understood and valued how user experience design impacts business, leading and collaborating with the design team using methodologies such as Design Thinking and Design Sprint.

I My approach included user research, persona and scenario definition, experience mapping, wireframing, and prototyping user interfaces (UI), usability testing, and concept validation.

I Iterated and continuously improved designs based on user feedback and test results.

#### - UX RESPONSIBILITIES:

I Led the evaluation and definition process of design requirements and user research in collaboration with the CEO, clients, and other teams.

I Used storyboards, process flows, site maps, and user flows to define information architecture and understand project logic.

I After gathering information, utilized KPIs and heatmaps from company and client directories, products, and sites to identify improvement opportunities in UI and UX, using tools like Hotjar and UserTesting.

#### - UX/UI LEADERSHIP:

I My experience as a UX/UI leader has enabled me to not only lead design teams but also to coordinate and collaborate with other departments and areas to ensure consistency in strategy and user experience quality.

I With skills in interface mockup and prototyping using programs like Adobe XD, Balsamiq, and Figma, I have ensured the efficiency and scalability of cross-platform designs.

HOTJAR 95%

USERTESTING 95%

B2B & INBOUND 70%

SEMRUSH 87%

GOOGLE SEARCH CONSOLE 85%

SEO 87%

GOOGLE ANALYTICS 90%

ORTOGRAFÍA Y REDACCIÓN 98%

EMAILING (MAILERLITE, M.CHIMP, S.BLUE) 90%

AHREFS 90%

A. PHOTOSHOP 85%

A. ILLUSTRATOR 80%

A. AFTER EFFECTS 70%

GOOGLE TAG MANAGER 95%

## LANGUAGE

ENGLISH 39%

NATIVE SPANISH SPEAKER

## DESCRIPTION

I'm passionate, collaborative, and a lover of art, poetic philosophy, and MTB. I have two cats and follow eudaimonic and epicurean beliefs to improve personally and professionally.

My experience in political campaigns has strengthened my UX/UI skills, highlighting the importance of interdisciplinary approaches. I have developed digital campaigns, coordinated visual communication, and led video production. This experience has enabled me to create intuitive and effective design solutions aligned with user needs.

I'm ideal for the position because my background integrates a deep understanding of user-centric design principles with practical experience in managing complex projects and teams. My ability to blend creativity with strategic thinking ensures that I can deliver high-quality, impactful solutions that meet both user expectations and business goals. My dedication to continuous improvement and interdisciplinary collaboration makes me a strong fit for driving innovative UX/UI initiatives in your organization.

| My focus as a UX/UI leader has been on continuous improvement and excellence in user experience through tracking and usability testing.

### - WEB DEVELOPMENT AND DESIGN:

| Worked with WordPress using tools like Divi and Elementor for various purposes, such as contact pages, inbound marketing, directory development, e-commerce, hotel pages, and web applications.

| Also utilized Bootstrap, HTML5, CSS3, PHP, and JavaScript to create landing pages, medical directories, and client websites, with the ability to analyze site performance and identify and implement technical and visual solutions.

| Additionally, have experience in database management, access to hosting panels, and troubleshooting technical issues related to domains, SSL certificates, MySQL connection, and other technical aspects, both in terms of code and styling and executive requirements.

### - DIGITAL MARKETING AND SEO:

| In terms of digital marketing, worked on supporting SEO positioning using tools like Google Search Console, Google Tag Manager, Google Analytics, sitemaps, specialized copywriting, readability, menus, meta tags, keywords, Yoast, and Ranking Coach.

| Additionally, conducted information analysis and built landing pages for SEM positioning campaigns on Google Ads.

| Also interpreted metrics and made decisions to structure information as UX/UI in marketing and inbound marketing campaigns, as well as implemented KPIs to improve their effectiveness.

### - ADDITIONAL EXPERIENCE:

| In addition to my UX/UI experience, also worked in graphic design and community management, including logo creation, branding, photo retouching, and other related aspects.

AUG 2021 - OCT 2022

UX/UI DEVELOPER  
& DIGITAL MARKETING

| PRODUCCIONES JHENUAMN ENTERTAINMENT | PART TIME JOB | REMOTE JOB

### - UI DEVELOPER RESPONSIBILITIES:

| Conducted qualitative and quantitative user research to understand needs and behaviors.

| Determined the information architecture for digital products.

| Presented solutions and improvements based on project requirements.

| Designed user flows and wireframes for clear interaction.

| Created user interface prototypes, visual design, and usability testing for client websites.

### - UX RESPONSIBILITIES:

| Ensured a step-by-step and logical design flow to prevent user confusion.

| Evaluated different options and made decisions to ensure an intuitive and easy-to-use design.

| Clearly and effectively communicated findings, proposals, and usability needs.

| Worked integrally in the development of digital products, from research to launch, focusing on improving the user experience.

### - WEB DEVELOPMENT AND DESIGN:

| Created websites for international figures using WordPress, HTML5, frameworks, and stylesheets.

| Developed landing pages and e-commerce sites with campaigns for optimal functionality.

| Managed databases and hosting panels.

| Provided solutions to technical and visual issues related to domains, SSL, and MySQL.

### - DIGITAL MARKETING:

| Developed digital marketing campaigns for online media and B2B dynamics.

| Created and managed social media campaigns, achieving success in lead generation, sales, and engagement.

| Launched Facebook strategies from scratch, reaching over 100K followers.

| Implemented on-page and off-page SEO, technical SEO using Google Search Console, and conducted SEO audits for optimal client website performance.

DEC 2020 - JUN 2021

POLITICAL MARKETING  
COORDINATOR

| LORENA CARREOLA CANDIDATA A PRESIDENTA MUNICIPAL JOCOTITLÁN 2021 | TEMP. JOB

| I developed a digital marketing campaign for digital media (SOCIAL MEDIA) with a social objective, aimed at generating leads, empathy, and electoral vote retention. I designed and structured the campaign's Ideology based on Social Phenomenology for the candidate's public image, starting from ranking 10 and ending the campaign in rankings 3-4. I was the Director of Community Management, overseeing the visual menu and copywriting for posts aligned with the campaign's Ideology. I was also the Director of Video and Scriptwriting for campaign spots, producer and editor of video content, and Supervisor of the candidate's campaign communication and political speeches.

### - WHY IS THIS EXPERIENCE IMPORTANT IN MY PROFILE?

| This experience in political campaigns has strengthened my UX/UI skills by integrating knowledge from other disciplines. Working on social media campaigns to generate leads and foster retention has been directly related to creating user experiences focused on empathy and engagement. Structuring ideologies and managing community interactions taught me how to maintain visual and textual coherence, which is crucial for effective interface design. Additionally, my work in video production has enhanced my ability to tell visually compelling stories, a vital skill in UX/UI. Communication and branding experience have reinforced my focus on creating impactful user experiences aligned with product values.

AUG 2020 - OCT 2020

| DIGITAL DESIGNER

| SOLARES PLATINO | TEMPORARY JOB

I To develop the assigned websites for the company, I managed UX research concerning user behaviors and demographic analysis to design information architecture and usability flows. Leveraging my UI knowledge, I researched design trends for local websites, understood product branding, and prototyped designs before visually developing the sites using Adobe XD and Balsamiq.

I In terms of web development, I managed the visual and functional aspects of the company's websites through prior UX/UI work using WordPress, HTML5, CSS3, and JavaScript.

I I designed briefs and conceptualized branding for the company's products with the support of software such as Photoshop and Illustrator.

I Collaborating with the Marketing Manager, we successfully executed positioning campaigns on social media, utilizing videos, posts, photos, advertising design, and commercial communication.

I I was responsible for local SEO positioning and SEM campaigns on Google.

I Additionally, I assisted in drafting press releases and other texts requiring proper spelling and style.

I For the launch of product catalog websites, I conducted a photoshoot, edited, and optimized the images for web use, making them editable for other functions such as social media, graphics, and advertising.

NOV 2019 - AUG 2020

| UX/UI DEVELOPMENT  
COORDINATOR

| ILUMINACIÓN LEDSBESOLAR | FULL TIME JOB

#### - UI RESPONSIBILITIES:

I I developed user prototypes and personas through detailed sociological research to define the company's objectives and stakeholders.

I I determined the interaction model and verified its effectiveness. Additionally, I designed wireframes and visual layouts for the online store, simplifying its structure for users through usage flows and interface design.

I My knowledge of product features and e-commerce enabled an effective blend of UX and UI, while also paying attention to branding aspects. Finally, I prototyped and developed the website, focusing on all the mentioned details, using UI/UX design software such as Figma, Adobe XD, and Balsamiq.

#### - UX RESPONSIBILITIES:

I I addressed research and user experience issues by gathering data on users and their needs on the online store platform. I defined the steps users needed to take to perform specific actions on the platform.

I Through research and proposal interactions, I gained insights into users: administrators, the public, and customers. I coordinated research and usability testing, gathering data and user feedback.

I I created user profiles to ensure all collaborators had access to the same data and followed a common workflow among sales, management, and design departments. Finally, I translated usability concepts into interface development.

#### - WEB DEVELOPMENT:

I I revamped the official e-commerce site from Prestashop to WordPress with HTML5 and CSS3 adjustments. In collaboration with sales coordination and general management, we adopted the Design Thinking methodology to ensure that the page was a project involving all areas. Development time included field exercises and counter sales to understand the operation of a typical store (UX). Once the store was completed and available to the public, I developed new web strategies, maintained it, and corrected bugs, layouts, and CSS and SCSS stylesheets.

I As it was an e-commerce site, the company's work areas required an online store with all market-demanded features. Therefore, I added payment gateways, logistics gateways, interactive product catalogs, integrations with marketing platforms (Mailchimp, Google Analytics, Google Search Console, Google Ads, Google My Business), and social media.

I After the project construction and market launch, I was responsible for managing the online store, launching market strategies, segmentation, insights, inbound marketing, subscriptions, SEO positioning, and SEM strategies.

JUN 2017 - NOV 2019

| DIGITAL DESIGNER

| ECONOMÉTRICA LAB | FULL TIME JOB

I I was responsible for a dynamic mobile app design project, marking my first foray into the UX/UI design field. This project was a stimulating challenge, requiring me to assume a leadership role and ensure an unwavering focus on delivering a superior user experience. Utilizing industry-leading tools such as Adobe XD, Figma, and Balsamiq, I meticulously crafted brand identity elements, high-fidelity designs for the Minimum Viable Product (MVP), and carefully planned user flows. In close collaboration with the development team, I facilitated the seamless integration of visual design components into the final product, diligently addressing potential biases and behaviors that could undermine optimal user interface performance.

I I implemented user-centered design processes to ensure that user needs were at the core of the project.

I I conducted usability testing and metrics analysis to identify opportunities for improvement and optimize the user experience. I developed user journeys, wireframes, and user prototypes to manage a stable information architecture, ensuring that deadlines were met and maintaining high-quality post-development work in collaboration with the Development department.

I In summary, in my first UX/UI role, I led a mobile app design project, conducting user interviews, creating wireframes, prototypes, and implementing user-centered design processes for an optimal user experience. I demonstrated pragmatism, adaptability, and

problem-solving skills, delivering high-quality digital products. My UX/UI experience spans research, management, design, and implementation of functional and aesthetic solutions.

- | As a web designer, I used HTML5, CSS3, JS, PHP, and Bootstrap for frontend projects and institutional sites, updating old sites to responsive versions with excellent usability.
- | I collaborated with the marketing department on the design of banners and Infographics with objectives in digital marketing and community management. In the graphic design department, we worked on branding for the company and for launched projects with sales, institutional communication, and graphic/digital advertising goals.
- | I joined the company as a digital animator, collaborating on pre-production, production, and post-production of animated videos and motion graphics for technological projects for governmental and private institutions such as Sagarpa, Focir, BID, Sedagro, associations, and the company itself. I ensured that the writing and audiovisual design were user-friendly for the general public, using tools such as Photoshop, Illustrator, After Effects, and Premiere.
- | Other tasks included design, photography, and writing bimonthly reports.

NOV 2016 - JAN 2017

DESIGN INTERN

GRAPHEMAS | PROFESSIONAL SERVICE AND INTERNSHIPS

- | Institutional Branding and Branding for the company's technological projects.
- | Social Media Management through audiovisual design for digital marketing purposes.
- | Writing agency blogs on topics related to technology, design, marketing, and digital trends.
- | Photo retouching for web use and community management using Adobe Photoshop and Adobe Lightroom.

AUG 2014 - OCT 2016

JUNIOR-SENIOR GRAPHIC DESIGNER

GRUPO MILED | FULL TIME JOB

- | For the guidance of the design lead, I collaborated on designing pages for the ABC newspaper using Corel Draw, ensuring they were suitable for the printing process.
- | Managed templates, text, images, notes, and columns.
- | Responsible for proofreading and correcting spelling errors in the newspaper content.
- | After a period, I was promoted to design supervisor for various sections of the newspaper, notably the Back Cover and the Advertising section.

## POLITICAL EXPERIENCE

DEC 2020 - JUN 2021

CANDIDATE FOR DEPUTY SYNDIC ON  
THE LORENA CARREOLA'S TEAM

LORENA CARREOLA CANDIDATA A PRESIDENTA MUNICIPAL | JOCOTITLÁN 2021

- | I participated in the candidacy with Lic. Lorena Carreola for the FuerzaXMéxico party. After some changes in the process, we joined the candidate Arellí Hernández from PAN.
- | Independent Campaign: All campaign expenses were covered personally, as the party did not provide financial support.
- | Learning and Experience: Although we did not secure the candidacy, we gained valuable experience, formed friendships, and acquired a deep understanding of the needs of the Jocotitlán community through door-to-door visits and the campaign.

### - RELATION TO THE UX/UI WORLD:

- | User-Centric Approach: Just as in UX/UI, my political experience taught me to understand and value the needs of the community, which is fundamental in user-centered design.
- | Resource and Priority Management: Managing personal resources and strategic planning during the campaign reflect skills similar to those required in UX/UI projects, such as budget management and prioritizing objectives.
- | Communication and Collaboration: Collaborating with different teams and effective communication during the campaign are skills I also apply when working with design teams and stakeholders on UX/UI projects.
- | Feedback Collection: Engaging with citizens and gathering their opinions during the campaign is akin to collecting user feedback in the UX/UI design process to enhance product experience.
- | This political role has provided me with a unique perspective and transferable skills that continue to enrich my professional career in UX/UI.