



MC

MEL CALDERÓN

UX/UI DESIGNER,
WEB DESIGNER
& DEVELOPER

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

CONTACT INFO



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PORTFOLIO

www.melcalderon.com/portfolio.html



LINKEDIN

www.linkedin.com/in/mel-calderon/



ADDRESS

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

SKILLS

BOOTSTRAP 90%

HTML5 87%

CSS3 87%

JS 50%

BALSAMIC 98%

XD 98%

FIGMA & PLUGINS 98%

SKETCH 90%

WORDPRESS & BUILDERS 93%

WOOCOMMERCE 83%

MYSQL 20%

PHP 15%

ABOUT ME

I'm a passionate UX/UI Web Designer dedicated to creating intuitive and effective digital experiences. My experience in political campaigns has strengthened my interdisciplinary skills. I believe in continuous improvement, combining creativity and functionality to design solutions aligned with user needs.

BACKGROUND

2012 - 2018

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

Specialization in Animation
Visual Experience in Photography, Rotoscoping, and 2D Animation

2020 | CURRENT

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

EXPERIENCE

NOV 2024 - FEB 2025

WEBMASTER
EXTENDED TEAMS

QUALTAP | TEMPORARY JOB | FULL TIME REMOTE JOB

Qualtap hired me to cover a temporary position for the client Cheil México due to disability leave in the Web and UX/UI area.

WEBMASTER AT CHEIL MEXICO

| Web Design and Development: Designed and developed landing pages, CTAs, cards, banners, product finders, and other web components, ensuring a smooth, intuitive, and optimized user experience. This was achieved either through Adobe Experience Manager's Builder or by modifying code in HTML5, CSS3, and JS. Additionally, I integrated SEO-optimized web content aligned with project requirements and Samsung standards.

| Product Management: Handled product registrations, updates, and removals. Modified designs and visual components while ensuring high UX/UI quality, making necessary adjustments using HTML5, CSS3, and JS.

| Agile Environment: Followed the guidelines of PMs and QAs from Brazil and Mexico using Jira. Collaborated with other webmasters in the New Asset Process, which included:

| Assignment and Ticket Review: Receiving and analyzing requests.

| Production and QA: Development, internal testing, and quality assurance.

| Ready to Live and Live: Scheduling and publishing changes on the website.

JAN 2021 - OCT 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 pragmatism, applying behavioral science principles to avoid design biases.

| I understood and valued how user experience design impacts business, leading and

ADOBE EXPERIENCE MANAGER 95%

HOTJAR 95%

USERTESTING 95%

SEMRUSH 87%

GOOGLE SEARCH CONSOLE 85%

SEO 87%

GOOGLE ANALYTICS 90%

SPELLING AND WRITING 98%

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

AHREFS 90%

A. PHOTOSHOP 85%

A. ILLUSTRATOR 80%

A. AFTER EFFECTS 70%

GOOGLE TAG MANNAGER 95%

AGILE TOOLS

JIRA 95%

TODOIST 95%

TRELLO 75%

GITHUB 85%

LANGUAGES

ENGLISH 39%

SPANISH NATIVE

COVER LETTER

I'm passionate about art, poetic philosophy, and MTB, with a pragmatic mindset, I strive for continuous improvement both personally and professionally, influenced by esudimonic and epicurean philosophies. My experience in web and UX/UI projects, from planning to implementation, has allowed me to lead all phases of these projects, as well as digital campaigns and the coordination of visual communication in business, technology, and political fields.

I'm ideal for the position because my experience combines a deep understanding of user-centered design principles with practical experience in managing web projects and complex teams. My ability to merge creativity and strategy ensures the delivery of high-quality solutions that meet both user and business objectives. My interdisciplinary approach makes me an ideal candidate to drive innovation in UX/UI and web projects.

collaborating with the design team using methodologies such as Design Thinking and Design Sprint.

| My approach was based on user research, persona and scenario definition, experience mapping, wireframe and UI prototype design, usability testing, and concept validation.

| I continuously iterated and improved designs based on user feedback and testing results.

UX RESPONSIBILITIES

| I led the process of evaluating and defining design and user research requirements 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.

| After gathering data, I used KPIs and heat maps of directories, products, and company and client websites to identify UI and UX improvement opportunities, leveraging tools like Hotjar and UserTesting.

UX/UI LEADERSHIP

| My experience has allowed me not only to lead design teams but also to coordinate and collaborate with other departments to ensure consistency in strategy and user experience quality.

| With expertise in interface layout and prototyping using tools like Adobe XD, Balsamiq, and Figma, I have ensured the efficiency and scalability of cross-platform designs.

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

WEB DEVELOPMENT & DESIGN

| I worked with WordPress using tools like Divi and Elementor for various purposes, including contact pages, inbound marketing, directory development, e-commerce, hospitality pages, and web applications.

| I have also used Bootstrap, HTML5, CSS3, PHP, and JavaScript to create landing pages, medical directories, and websites for clients, with the ability to analyze technical performance and identify and implement technical and visual solutions.

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

DIGITAL MARKETING & SEO

| In digital marketing, I have worked on SEO optimization using tools such as Google Search Console, Google Tag Manager, Google Analytics, sitemaps, specialized writing, readability analysis, menus, meta tags, keywords, Yoast, and Ranking Coach.

| I have also conducted data analysis and created landing pages for SEM positioning campaigns on Google Ads.

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

ADDITIONAL EXPERIENCE

| In addition to my UX/UI experience, I have 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 C. CANDIDATE FOR MUNICIPAL PRESIDENT OF JOCOITITLÁN 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

| 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.

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

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

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

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

NOV 2019 - AUG 2020

**| UX/UI DEVELOPMENT
COORDINATOR**

| ILUMINACIÓN LEDESOLAR | FULL TIME JOB

- UI RESPONSIBILITIES:

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

| 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.

| 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 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.

| 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 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 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.

| 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.

| 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

| ECONÓMETRICA LAB | FULL TIME JOB

| UX/UI Experience:

Led the design of a mobile app in my first UX/UI project, using Adobe XD, Figma, and Balsamiq.

Designed wireframes, prototypes, and user flows, implementing user-centered processes and conducting usability testing.

Collaborated with development to ensure quality and meet deadlines.

| Web Design:

Developed responsive websites using HTML5, CSS3, JS, PHP, and Bootstrap, improving usability.

| Marketing & Graphic Design:

Designed banners, infographics, and branding for marketing and institutional communication purposes.

| Audiovisual Production:

NOV 2016 - JAN 2017

| DESIGN INTERN

| GRUPEMAS | 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 C. CANDIDATE FOR MUNICIPAL PRESIDENT OF JOCOTITLÁN 2021 | TEMP. JOB

| I participated in the candidacy with Lic. Lorena Carreola for the FuerzaXMéxico party. After some changes in the process, we joined the candidate Areli 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.