



# MC

## MEL CALDERÓN

UX/UI DESIGNER,  
WEB DESIGN &  
DEVELOPMENT

SEE ONLINE RESUME: <https://melcalderon.com/personal.html>

### INFO

E-MAIL  
CONTACTO@MELCALDERON.COM

PHONE  
+52 1712 179 69 41

PORTFOLIO  
[WWW.MELCALDERON.COM/PORTAFOLIO.HTML](http://WWW.MELCALDERON.COM/PORTAFOLIO.HTML)

LINKEDIN  
[WWW.LINKEDIN.COM/IN/MEL-CALDERON/](http://WWW.LINKEDIN.COM/IN/MEL-CALDERON/)

ADDRESS  
SANTA MARÍA ENDAÑÉ, JOC.  
MEXICO, POSTAL CODE 50737.

### SKILLS

BOOTSTRAP 80%

HTML5 87%

CSS3 87%

JS 50%

BALSAMIC 98%

XD 98%

FIGMA 6 PLUGINS 98%

SKETCH 90%

WORDPRESS 6 BUILDERS 93%

WOOCOMMERCE 93%

MYSQL 20%

PHP 15%

### ABOUT ME

UX/UI SPECIALIST: AS A WEB DESIGNER AND DEVELOPER, MY ROLE EXTENDS BEYOND CREATING WEBSITES OR APPLICATIONS. IT INVOLVES A CONSTANT PURSUIT TO REFLECT THE VALUE AND QUALITY OF THE PRODUCTS AND PROJECTS I HAVE COLLABORATED ON OR LED. DESIGNING INNOVATIVE SOLUTIONS THAT ENHANCE THE USER EXPERIENCE. UX/UI DESIGN BECOMES A KEY TOOL IN ACHIEVING HARMONIOUS INTERACTION BETWEEN THE USER AND TECHNOLOGY. I HAVE EXPERIENCE IN CREATING COMPELLING AND FUNCTIONAL DIGITAL SOLUTIONS FOR APPLICATIONS, WEBSITES, AND PRODUCTS, UTILIZING VARIOUS TOOLS FOR DEVELOPMENT, UX/UI DESIGN, TRACKING, AND DIGITAL MARKETING. IN SUMMARY, MY PROFESSIONAL PHILOSOPHY IS GROUNDED IN COLLABORATION, INNOVATION, AND THE RELENTLESS PURSUIT OF BREAKING PARADIGMS TO DELIVER ATTRACTIVE AND FUNCTIONAL DIGITAL SOLUTIONS THAT GENERATE A SATISFYING USER EXPERIENCE.

### EDUCATION

2012 - 2018

FACULTY OF ARTS AT UAEMEX.  
& BACHELOR'S DEGREE IN DIGITAL ART.

SPECIALIZATION IN ANIMATION.

VISUAL EXPERIENCE IN PHOTOGRAPHY, ROTOSCOPING, 2D ANIMATION.

2018 - PRESENT

I AM CERTIFIED IN... [SEE CERTIFICATES https://melcalderon.com/personal.html](https://melcalderon.com/personal.html)

WEB AND MOBILE DESIGN: UX/UI | UX MASTER IN DESIGN AND USER EXPERIENCE | 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 IN DIGITAL MARKETING | CONTENT MARKETING, CONTENT FOR B2B.

SELF-TAUGHT

I ENHANCE MY SKILLS IN UX/UI, USABILITY, AND USER EXPERIENCE IN WEB AND MOBILE DEVELOPMENT THROUGH ONLINE COURSES. I AIM TO ACQUIRE AND APPLY NEW TOOLS AND TRENDS, IMPROVING BOTH MY PROFESSIONAL AND PERSONAL ABILITIES.

2009 - 2012

HIGH SCHOOL OFFICIAL  
NUMBER 60.

GENERAL HIGH SCHOOL.

### WORK EXPERIENCE.

JUN 2021 - PRESENT

WEB DEVELOPER LEAD  
& UX/UI DESIGN

MARKETING PARA MÉDICOS Y SOLUCIONES EJECUTIVAS | FULL-TIME | REMOTE.

AS A UI DESIGN LEADER, I FOCUSED ON CREATING VISUAL EXPERIENCES AND BRAND IDENTITY THROUGH AESTHETICS AND PRAGMATICS, APPLYING PRINCIPLES OF BEHAVIORAL SCIENCE TO AVOID DESIGN BIASES. I UNDERSTOOD AND VALUED HOW USER EXPERIENCE DESIGN IMPACTS THE BUSINESS, LEADING AND 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, WIREFRAMING AND PROTOTYPING USER INTERFACES (UI), USABILITY TESTING, AND CONCEPT VALIDATION. I ITERATED AND CONSTANTLY IMPROVED DESIGNS BASED ON USER FEEDBACK AND TEST RESULTS. IN SUMMARY, AS A UI DESIGNER, I CREATED VISUALLY APPEALING, USABLE, AND INTUITIVE INTERFACES, CONSIDERING USER NEEDS AND PRODUCT GOALS.

AS A UX LEADER, I HAVE LED THE EVALUATION AND DEFINITION PROCESS OF DESIGN REQUIREMENTS AND USER RESEARCH IN COLLABORATION WITH THE CEO, CLIENTS, AND OTHER TEAMS. I HAVE USED STORYBOARDS, PROCESS FLOWS, SITE MAPS, AND USER FLOWS TO DEFINE INFORMATION ARCHITECTURE AND UNDERSTAND PROJECT LOGIC. AFTER GATHERING INFORMATION, I HAVE USED KYJS AND HEATMAPS FROM COMPANY AND CLIENT DIRECTORIES, PRODUCTS, AND SITES TO IDENTIFY IMPROVEMENT OPPORTUNITIES IN UI AND UX, USING TOOLS LIKE "HOTJAR" AND "USERTESTING".

MY EXPERIENCE AS A UX/UI LEADER HAS ALLOWED ME NOT ONLY TO LEAD DESIGN TEAMS BUT ALSO TO COORDINATE AND COLLABORATE WITH OTHER DEPARTMENTS AND AREAS TO ENSURE CONSISTENCY IN STRATEGY AND USER EXPERIENCE QUALITY. WITH SKILLS IN INTERFACE MOCKUP AND PROTOTYPING USING PROGRAMS LIKE ADOBE XD, BALSAMICO, AND FIGMA, I HAVE ENSURED EFFICIENCY AND SCALABILITY OF CROSS-PLATFORM DESIGNS. MY FOCUS AS A UX/UI LEADER HAS BEEN ON CONTINUOUS IMPROVEMENT AND EXCELLENCE IN USER EXPERIENCE THROUGH TRACKING AND USABILITY TESTING.

IN TERMS OF WEB DEVELOPMENT AND DESIGN, I HAVE 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. I HAVE ALSO UTILIZED BOOTSTRAP, HTML5, CSS3, PHP, AND JS TO CREATE LANDING PAGES, MEDICAL DIRECTORIES, AND WEBSITES FOR CLIENTS, WITH THE ABILITY TO ANALYZE SITE'S TECHNICAL PERFORMANCE AND THEN IDENTIFY AND IMPLEMENT TECHNICAL AND VISUAL SOLUTIONS. ADDITIONALLY, I HAVE EXPERIENCE IN DATABASE MANAGEMENT, ACCESS TO HOSTING PANELS, AND TROUBLESHOOTING RELATED TO DOMAINS, SSL CERTIFICATES, MYSQL CONNECTION, AND OTHER TECHNICAL ASPECTS BOTH IN TERMS OF CODE AND STYLING AND EXECUTIVE REQUIREMENTS.

HOTJAR 95%

USERTESTING 95%

B2B & INBOUND 70%

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 MANAGER 95%

## LANGUAGE

ENGLISH 39%

NATIVE SPANISH SPEAKER

## DESCRIPTION

I AM A PASSIONATE INDIVIDUAL WHO ENJOYS CHALLENGES AND IS COMMITTED TO WORKING COLLABORATIVELY AS A TEAM. ADDITIONALLY, I AM A VEGETARIAN AND AN ENTHUSIAST OF ART AND POETIC PHILOSOPHY. I AM PASSIONATE ABOUT PRACTICING MTB (MOUNTAIN BIKING) AND I HAVE TWO ADORABLE CATS AS COMPANIONS. THAT IS WHY I FOLLOW THE BELIEFS OF ECOLOGIES AND ECOURISANISM IN MY DAILY LIFE TO IMPROVE AS A HUMAN BEING AND AS A PROFESSIONAL.

IN TERMS OF DIGITAL MARKETING, I HAVE WORKED ON SUPPORTING POSITION POSITIONING USING TOOLS SUCH AS GOOGLE SEARCH CONSOLE, GOOGLE TAG MANAGER, GOOGLE ANALYTICS, SITEMAPS, SPECIALIZED COPYWRITING, READABILITY, MENUS, META TAGS, KEYWORDS, YOST, AND RANKING COACH. ADDITIONALLY, I HAVE CONDUCTED INFORMATION ANALYSIS AND BUILT LANDING PAGES FOR SEM POSITIONING CAMPAIGNS ON GOOGLE ADS. I HAVE ALSO INTERPRETED METRICS AND MADE DECISIONS TO STRUCTURE INFORMATION AS UX/UI IN MARKETING AND INBOUND MARKETING CAMPAIGNS, AS WELL AS IMPLEMENTING KPIs TO IMPROVE THEIR EFFECTIVENESS.

IN ADDITION TO MY EXPERIENCE IN UX/UI, I HAVE ALSO WORKED IN GRAPHIC DESIGN AND COMMUNITY MANAGEMENT, INCLUDING LOGO CREATION, BRANDING, PHOTO RETOUCHING, AND OTHER RELATED ASPECTS.

AUG 2021 - OCT 2022

UX/UI DESIGNER  
& DIGITAL MARKETING

PRODUCCIONES JHENUANN ENTERTAINMENT | HALF-TIME | REMOTE.

AS A UI DESIGNER, I CONDUCTED BOTH QUALITATIVE AND QUANTITATIVE USER RESEARCH TO UNDERSTAND THEIR NEEDS AND BEHAVIORS, ENABLING ME TO DETERMINE THE INFORMATION ARCHITECTURE OF THE DIGITAL PRODUCTS I DESIGNED. ADDITIONALLY, UPON RECEIVING PROJECT REQUIREMENTS, I PRESENTED SOLUTIONS AND IMPROVEMENTS TO DELIVER THE DESIRED USER EXPERIENCE. AS A RESULT, I DESIGNED USER FLOWS AND WIREFRAMES TO GAIN A CLEAR VISION OF THE INTERACTION USERS WOULD HAVE WITH THE PRODUCTS. AS PART OF THE UI, I CREATED USER INTERFACE DESIGN PROTOTYPES, VISUAL DESIGNS, AND CONDUCTED USABILITY TESTING FOR CLIENT WEBSITES.

IN MY ROLE AS A UX DESIGNER, I TOOK RESPONSIBILITY FOR ENSURING A STEP-BY-STEP AND LOGICAL DESIGN FLOW TO PREVENT USERS FROM GETTING LOST IN THE PROCESS. THIS INVOLVED EVALUATING DIFFERENT OPTIONS THAT USERS COULD TAKE AND MAKING TIMELY DECISIONS TO ENSURE THE DESIGN WAS INTUITIVE AND EASY TO USE. FURTHERMORE, AS PART OF MY WORK, I EFFECTIVELY COMMUNICATED FINDINGS, PROPOSALS, AND USABILITY NEEDS. IN SUMMARY, MY EXPERIENCE AS A UI AND UX DESIGNER ALLOWED ME TO WORK COMPREHENSIVELY IN THE DEVELOPMENT OF DIGITAL PRODUCTS, FROM RESEARCH TO LAUNCH AND BEYOND, ALWAYS WITH THE GOAL OF ENHANCING THE USER EXPERIENCE.

I DEVELOPED ALL WEBSITES IN THE COMPANY, INCLUDING INSTITUTIONAL WEBSITES AND CLIENT WEBSITES, CREATING FOR INTERNATIONALLY RENOWNED FIGURES SUCH AS DR WAGNER, LEGADO WAGNER, SILVER KING, MI MUERTES, AND OTHERS. I UTILIZED WORDPRESS FOR SOME E-COMMERCE SITES, ENSURING THEIR OPTIMAL FUNCTIONALITY, WHILE OTHERS WERE BUILT USING HTML5 WITH FRAMEWORKS AND STYLE SHEET MANAGEMENT, AND I ALSO CREATED LANDING PAGES FOR CAMPAIGNS. I ALSO MANAGED DATABASES, CONTROLLED HOSTING PANELS, AND PROVIDED SOLUTIONS TO DOMAIN ISSUES, SSL, MYSQL CONNECTIONS, AND OTHER TECHNICAL AND VISUAL ASPECTS.

I DEVELOPED DIGITAL MARKETING CAMPAIGNS FOR DIGITAL MEDIA, WITH SPECIFIC OBJECTIVES SUCH AS LEAD GENERATION, SALES, QUOTATIONS, AND B2B MANAGED. THE SOCIAL MEDIA CAMPAIGNS WERE SUCCESSFUL IN EACH CASE, GENERATING LEADS, LIKES, SALES, VIEWS, VISITS, AND CUSTOMERS.

I MANAGED, ADMINISTERED, AND CREATED CAMPAIGNS ON FACEBOOK WITH OVER 400K FOLLOWERS. I ALSO DEVELOPED A FACEBOOK LAUNCH STRATEGY FROM SCRATCH, REACHING OVER 100K FOLLOWERS AT THE PEAK. I EDITED AND POSITIONED VIDEOS WITH RESULTS OF 4M VIEWS, MANAGED MESSAGES, TRACKING, ENGAGEMENT AND INBOUND ON TIKTOK, INSTAGRAM, AND YOUTUBE. THE NUMBER OF FOLLOWERS INCREASED DUE TO THE SUCCESS ACHIEVED IN DIGITAL MEDIA, THROUGH PROMOTIONAL POSTS, SPECIAL VIDEOS, OR CAMPAIGNS WITH VIEWS OF UP TO 2M PEOPLE, AND REACHING OVER 100K PER POST.

I IMPLEMENTED DIGITAL MARKETING FOR THE OPTIMAL FUNCTIONING OF CLIENT WEBSITES, INCLUDING ON-PAGE AND OFF-PAGE SEO POSITIONING, TECHNICAL SEO THROUGH THE MANAGEMENT OF GOOGLE SEARCH CONSOLE, WITH COPYWRITING, CONTENT CREATION, SPELLING FLOW, AND SEO AUDITS.

DEC 2020 - JUN 2021

POLITICAL MARKETING  
COORDINATOR

LORENA CARREOLA CANDIDATA A PRESIDENTA MUNICIPAL JOCOTITLÁN 2021 | TEMPORARY JOB

I DEVELOPED A DIGITAL MARKETING CAMPAIGN FOR SOCIAL MEDIA PLATFORMS, WITH A FOCUS ON GENERATING LEADS, FOSTERING EMPATHY, AND SECURING ELECTORAL VOTES.

I DESIGNED AND STRUCTURED THE CAMPAIGN'S IDEOLOGY BASED ON SOCIAL PHENOMENOLOGY FOR THE CANDIDATE'S PUBLIC IMAGE (STARTING AT RANK 10 AND FINISHING THE CAMPAIGN AT RANK 5-4).

I DIRECTED THE COMMUNITY MANAGER TEAM, OVERSEEING THE VISUAL MENU AND ENSURING THAT ALL COPYWRITING ADHERED TO THE CAMPAIGN'S IDEOLOGY.

I DIRECTED VIDEO PRODUCTION AND SCRIPTWRITING FOR CAMPAIGN SPOTS.

I SERVED AS A VIDEO PRODUCER AND EDITOR.

I SUPERVISED CAMPAIGN COMMUNICATION FOR THE CANDIDATE, INCLUDING POLITICAL SPEECHES AND DISCOURSE.

I PROVIDED GRAPHIC DESIGN AND BRANDING SERVICES FOR CAMPAIGN IDENTITY.

AUG 2020 - OCT 2020

DIGITAL DESIGNER

SOLARES PLATINO | TEMPORARY JOB

IN ORDER TO DEVELOP THE WEBSITES COMMISSIONED BY THE COMPANY, I MANAGED UX RESEARCH REGARDING BEHAVIORS AND DEMOGRAPHIC ANALYSIS TO DESIGN THE INFORMATION STRUCTURE AND USABILITY FLOWS, THROUGH MY KNOWLEDGE IN UI RESEARCHED DESIGN TRENDS FOR LOCAL WEBSITES, UNDERSTOOD THE BRANDING OF THE PRODUCTS AND PHOTOGRAPHY AND THEN VISUALLY DEVELOPED THE SITES USING ADOBE XD AND BALSA.MI.

IN TERMS OF WEB DEVELOPMENT, I SUCCESSFULLY MANAGED THE VISUAL AND FUNCTIONAL ASPECTS OF COMPANY WEBSITES BY LEVERAGING MY PRIOR WORK IN UX/UI USING WORDPRESS AND HTML5, CSS3, AND JS.

I HAVE SUCCESSFULLY DESIGNED BRIEFS AND CONCEPTUALIZING BRANDING FOR COMPANY PRODUCTS, UTILIZING SOFTWARE SUCH AS PHOTOSHOP (PS) AND ILLUSTRATOR (AI).

IN COLLABORATION WITH THE MARKETING MANAGER, SUCCESSFULLY EXECUTED SOCIAL MEDIA POSITIONING CAMPAIGNS BY UTILIZING VIDEOS, POSTS, PHOTOS, ADVERTISING DESIGN, AND COMMERCIAL COMMUNICATION.

I WAS RESPONSIBLE FOR LOCAL SEO POSITIONING AND SEM ADVERTISING CAMPAIGNS ON GOOGLE.

AS AN ADD-ON BONUS, I ASSISTED IN DRAFTING PRESS RELEASES AND OTHER TEXTS THAT REQUIRED A STRONG FOCUS ON SPELLING AND STYLE.

FOR THE LAUNCH OF PRODUCT CATALOG WEAPARES, WE CONDUCTED A PHOTOSHOOT AND I SUBSEQUENTLY EDITED AND OPTIMIZED THE IMAGES FOR WEB USE, MAKING THEM EDITABLE FOR OTHER PURPOSES SUCH AS SOCIAL MEDIA, GRAPHICS, AND ADVERTISING.

NOV 2019 - AGO 2020

UX/UI DEVELOPMENT  
COORDINATOR

ILUMINACIÓN LEADSOLAR | FULL TIME

AS A UI DESIGNER, I WAS RESPONSIBLE FOR DEVELOPING USER PROTOTYPES AND PERSONAS THROUGH DETAILED SOCIOLOGICAL RESEARCH TO DEFINE THE COMPANY'S OBJECTIVES AND STAKEHOLDERS WITHIN THEM. 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 USER FLOWS AND INTERFACE. MY KNOWLEDGE OF PRODUCT FEATURES AND ECOMMERCE ENABLED AN EFFECTIVE COMBINATION OF UX AND UI, WHILE ENSURING BRAND CONSISTENCY. LASTLY, I PROTOTYPED AND DEVELOPED THE WEBSITE, PAYING ATTENTION TO ALL MENTIONED DETAILS, UTILIZING UX/UI DESIGN SOFTWARE SUCH AS FIGMA, ADOBE XD, AND BALSA.MI.

AS A RESPONSIBLE UX DESIGNER, I TACKLED RESEARCH AND USER EXPERIENCE CHALLENGES BY COLLECTING DATA ON USERS AND THEIR NEEDS WITHIN THE ONLINE STORE PLATFORM. I DEFINED THE NECESSARY STEPS FOR USERS TO PERFORM SPECIFIC ACTIONS ON THE PLATFORM, THROUGH RESEARCH AND INTERACTIVE PROBABILITIES, GAINED A DEEP UNDERSTANDING OF THE VARIOUS USER ROLES: ADMINISTRATORS, AUDIENCES, AND CUSTOMERS. I COORDINATED RESEARCH EFFORTS AND CONDUCTED USABILITY TESTING, GATHERING VALUABLE DATA AND USER FEEDBACK. I CREATED USER PROFILES TO ENSURE ALL TEAM MEMBERS HAD ACCESS TO THE SAME DATA, FOSTERING AN ACTIVE APPROACH ACROSS SALES, MANAGEMENT, AND DESIGN DEPARTMENTS. FINALLY, I TRANSLATED USABILITY CONCEPTS INTO ACTIONABLE INTERACTIVE DEVELOPMENT.

I REVISITED THE OFFICIAL PRESTASHOP ECOMMERCE WEBSITE TO WORDPRESS, INCORPORATING HTML5 AND CSS3 ADJUSTMENTS. IN COLLABORATION WITH THE SALES COORDINATOR AND TOP MANAGEMENT, WE APPLIED THE DESIGN THINKING METHODOLOGY TO ENSURE THAT ALL AREAS WERE INVOLVED IN THE PROJECT DURING THE DEVELOPMENT PROCESS. I ENGAGED IN FIELD EXERCISES AND COUNTER SALES TO UNDERSTAND THE CUSTOMING OF A TYPICAL STORE (OX). ONCE THE WEBSITE WAS COMPLETED AND MADE AVAILABLE TO THE PUBLIC, I DEVELOPED NEW WEB STRATEGIES, MAINTAINED ITS PERFORMANCE, AND ADDRESSED NEW BUGS, LAYOUT ISSUES, AND CSS/SCSS STYLESHEETS.

| AS IT WAS AN ECOMMERCE, THE COMPANY'S WORK AREAS REQUIRED AN ONLINE STORE WITH ALL THE FEATURES DEMANDED BY THE MARKET. THEREFORE, I IMPLEMENTED PAYMENT GATEWAYS, LOGISTICS GATEWAYS, INTERACTIVE PRODUCT CATALOGS, AND INTEGRATIONS WITH MARKETING PLATFORMS (MAILCHIMP, GOOGLE ANALYTICS, GOOGLE SEARCH CONSOLE, GOOGLE ADS, GOOGLE MY BUSINESS), AS WELL AS SOCIAL MEDIA PLATFORMS.

| ONCE THE PROJECT CONSTRUCTION WAS COMPLETED AND IT WAS LAUNCHED INTO THE MARKET, I TOOK ON THE ROLE OF MANAGING THE ONLINE STORE, IMPLEMENTING MARKETING STRATEGIES, CONDUCTING SEGMENTATION, INSIGHTS, INBOUND MARKETING, SUBSCRIPTIONS, SEO POSITIONING, AND SEM STRATEGIES.

JUN 2017 - NOV 2019

DIGITAL DESIGNER

ECONOMÉTRICA LAB | FULL TIME

| I SPEARHEADED THE UX/UI DESIGN EFFORTS AS THE SOLE MEMBER OF A DYNAMIC MOBILE APP DESIGN PROJECT, MARKING MY INITIAL FORAY INTO THE REALM OF UX/UI DESIGN. THIS ENDEAVOR PRESENTED A STIMULATING CHALLENGE, REQUIRING ME TO ASSUME A LEADERSHIP ROLE AND ENSURE UNWAVERING FOCUS ON DELIVERING A SUPERIOR USER EXPERIENCE. LEVERAGING 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 METICULOUSLY PLANNED USER FLOWS. COLLABORATING CLOSELY 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 DETRACT FROM THE OPTIMAL USER INTERFAC.

| I IMPLEMENTED USER-CENTERED DESIGN PROCESSES TO ENSURE THAT THEIR NEEDS WERE AT THE CORE OF THE PROJECT. I CONDUCTED USABILITY TESTING AND METRIC ANALYSIS TO IDENTIFY IMPROVEMENT OPPORTUNITIES AND OPTIMIZE THE USER EXPERIENCE. I DEVELOPED USER JOURNEYS, WIREFRAMES, AND USER PROTOTYPES TO ESTABLISH A SOLID INFORMATION ARCHITECTURE THAT FACILITATED SEAMLESS PROGRESS TO THE NEXT STAGE, ENSURING DEADLINES WERE MET AND MAINTAINING POST-DEVELOPMENT QUALITY. I COLLABORATED CLOSELY WITH THE DEVELOPMENT DEPARTMENT TO GUARANTEE SUCCESSFUL IMPLEMENTATION AND MAINTAIN HIGH STANDARDS OF WORK.

| IN MY INAUGURAL 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 PROWESS, DELIVERING HIGH-QUALITY DIGITAL PRODUCTS. THUS, MY UX/UI EXPERIENCE ENCOMPASSES RESEARCH, MANAGEMENT, DESIGN, AND THE IMPLEMENTATION OF FUNCTIONAL AND AESTHETIC SOLUTIONS.

| AS A WEB DESIGNER, I UTILIZED HTML5, CSS3, JS, PHP, AND BOOTSTRAP FOR FRONTEND PROJECTS AND INSTITUTIONAL WEBSITES, UPGRADING LEGACY SITES TO RESPONSIVE VERSIONS WITH EXCELLENT USABILITY.

| I COLLABORATED WITH THE MARKETING DEPARTMENT IN DESIGNING BANNERS AND INFOGRAPHICS FOR DIGITAL MARKETING AND COMMUNITY MANAGEMENT OBJECTIVES. IN THE GRAPHIC DESIGN DEPARTMENT, WE FOCUSED ON BRANDING FOR THE COMPANY AND PROJECTS, AIMING TO ENHANCE SALES, INSTITUTIONAL COMMUNICATION, AND GRAPHIC/DIGITAL ADVERTISING.

| I JOINED THIS COMPANY AS A DIGITAL ANIMATOR, COLLABORATING IN THE PRE-PRODUCTION, PRODUCTION, AND POST-PRODUCTION OF ANIMATED VIDEOS AND MOTION GRAPHICS, WITH THE GOAL OF LAUNCHING TECHNOLOGICAL PROJECTS FOR GOVERNMENTAL AND PRIVATE INSTITUTIONS SUCH AS SAGARPA, FOGRI, BID, SEDAGRO, ASSOCIATIONS, AND OUR OWN COMPANY. I PAID CAREFUL ATTENTION TO THE SCRIPTWRITING AND AUDIOVISUAL DESIGN TO ENSURE THEY WERE USER-FRIENDLY FOR THE GENERAL AUDIENCE. UTILIZED TOOLS SUCH AS PHOTOSHOP, ILLUSTRATOR, AFTER EFFECTS, AND PREMIERE.

| OTHER TASKS INCLUDED DESIGN, PHOTOGRAPHY, AND WRITING OF 8-MONTHLY REPORTS FOR EXECUTIVE PURPOSES.

NOV 2016 - JAN 2017

INTERN IN DIGITAL DESIGN

GRAPHEMAS | COMMUNITY SERVICE AND PROFESSIONAL INTERNSHIP

| INSTITUTIONAL BRANDING, 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, AS WELL AS BASIC KNOWLEDGE IN WEB DESIGN.

| PHOTOGRAPHIC RETOUCHING FOR WEB USE AND COMMUNITY MANAGEMENT IN ADOBE PHOTOSHOP AND ADOBE LIGHTROOM.

AUG 2014 - OCT 2016

JR. GRAPHIC DESIGNER

GRUPO MILED | FULL TIME

| UNDER THE DESIGN MANAGER'S REQUIREMENTS, I COLLABORATED ON THE CREATION OF PAGES FOR THE ABC NEWSPAPER USING COREL DRAW, ENSURING THEY WERE SUITABLE FOR THE PRINTING PROCESS.

| TASKS INCLUDED TEMPLATE ORGANIZATION, TEXT COMPOSITION, IMAGE PLACEMENT, AND COLUMN ARRANGEMENT.

| I WAS RESPONSIBLE FOR REVIEWING AND PROOFREADING THE NEWSPAPER'S MENU FOR SPELLING AND GRAMMATICAL ACCURACY.

| AFTER A PERIOD OF TIME, I WAS SELECTED AS THE DESIGN SUPERVISOR FOR SPECIFIC SECTIONS OF THE NEWSPAPER, NOTABLY THE BACK COVER AND ADVERTISING SECTION.

## POLITICAL EXPERIENCE

DEC 2020 - JUN 2021

CANDIDATE FOR ALTERNATE TRUSTEE  
ON LORENA CARREOLA'S TICKET

LORENA CARREOLA CANDIDATA A PRESIDENTA MUNICIPAL | JOCOTILÁN 2021

I HAD THE JOY OF BEING A CANDIDATE FOR ALTERNATE TRUSTEE ON LORENA CARREOLA'S TICKET IN THE FUERZAXMÉXICO PARTY. THERE WERE CHANGES BECAUSE WE DECIDED TO JOIN CANDIDATE ARELLI HERNÁNDEZ FROM PAN. OUR GOALS WERE ETHICAL AND HUMANE, AS THE PARTY DID NOT PROVIDE US WITH FINANCIAL SUPPORT, SO WE COVERED CAMPAIGN EXPENSES OURSELVES, INVESTING FROM OUR OWN POCKETS.

WE DIDN'T WIN THE CAMPAIGN, BUT WE GAINED A LOT OF EXPERIENCE AND LEARNED MANY THINGS. WE MADE FRIENDS, AND ABOVE ALL, WE TOOK WITH US EVERYTHING THAT THE PEOPLE AND CITIZENS OF JOCOTILÁN TOLD US DURING DOOR-TO-DOOR VISITS AND THE CAMPAIGN. THIS MOTIVATES US TO CONTINUE WORKING POLITICALLY OVER THE YEARS BECAUSE OUR OBJECTIVE WILL ALWAYS BE TO HELP.