



SIMÓN CALLE LAVERDE

Product Designer (UX/UI) & Front-end Developer

Details

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(+57) 310 558 26 38
May 30, 1988
Bogotá D.C. Colombia

Website Portfolio 2024

[simonuxui.vercel.app](#)

Skills

UX Research · UX Design · UI Design
Figma · FigJam · Adobe XD
Adobe Illustrator · Adobe Photoshop
HTML 5 · CSS 3 · JS ES6
SASS · Bootstrap 3, 4, 5
ReactJS · NextJS · Webflow · Framer

Courses

Product Design inc. UX & UI.
Experience Haus, London, UK,
Design Agency In-person Course.
October 2022 to February 2023.
Intensity: 40 academic hrs in total + 10 hrs
of real client work per week, targeted
to a final presentation for them.

Web Design and Design for Mobile Devices.
Pontificia Universidad Javeriana,
Architecture and Design Faculty,
Continuing Education Program.
October 2013 to January 2014.
Intensity: 78 academic hrs in total.

English as a Foreign Language.
The English Studio, London, UK.
English Language School.
Silver Level, C1 (Proficient User),
Common European Framework Scale.
October 2012 to February 2013.
Intensity: 15 academic hrs per week.

Education

Campoalegre Bilingual School.
August 1993 to July 2007.

Universidad de Bogotá Jorge Tadeo Lozano.
Bachelor’s degree as a Publicist,
Marketing & Advertising Program,
Arts and Design Faculty.
January 2008 to September 2013.

Languages

English.
C1 (Effective operational proficiency /
Proficient in spoken and written English).

Profile

Hi, I'm a Product Designer (UX/UI) & Front-end Developer with 6 years spent in the industry helping bring digital experiences to life. I also have a background in Marketing & Advertising with a 5 year creative career and bachelor's degree as a Publicist.

I worked for over 4 years for a 5 star rated international digital agency based in Australia: Code Nation Australia, 2 years hybrid and later 2 years remote from the comfort of my beautiful country Colombia, and sometimes meeting together in Colombia or Australia.

I also had a few entrepreneurship projects and trying to build my own path as an independent after that. I've done real work in front-end, UI, UX, SEO, digital marketing, photography, and print.

In 2024 I would like to primarily pursue web & app UI design projects with a focus in delivering good design and a good user experience, with the business goals as a first priority, where I can apply my knowledge in product design, UX research, UX design, UI design, design history, graphic design, visual semiotics, linguistics, psychology of persuasion, sociology, brand positioning, art direction, as well as responsive and accessible web design and development, following UI best practices to create impactful digital products for growing organizations and companies providing them with high value.

Experience

Frog Talk Ltd (London, England).
- Product re-design for a real client website with the purpose of booking coaching programs for improving at public-speaking and public-presentations, including: user research, competitive analysis, UX design, information architecture, user flows, wireframes, UI design, prototype, user testing and final iterations, among others.
Dasha Dollar-Smirnova.
October 2022 to March 2023.

Code Nation Australia (Melbourne, Australia).
- Lead developer including: front-end development and styling, I was responsible for creating the mobile & tablet UI iterations (for 30+ websites and platforms) from the desktop-only designs, responsive web development, accessible web development (screens, keyboard-only, screen-readers), client facing and final feedback changes, content management, final architecture of the information.
- Sometimes close communication with clients to align expectations between design and development, finalize and polish the digital products to their final needs, make final changes, or add new features as they required.
- In occasions I handled some projects and final communication with clients almost completely, especially for projects that were in my timezone.
- I was part of Code Nation Australia’s growth being a part since the very beginning of the company, I was e.g. asked for suggestions when we re-branded years ago and was part of the new company name’s decision and foundational culture.
- I was part of many real environmental and political achievements, as well as awards we received during my time at Code Nation in e.g. infographic websites that I developed bringing to life and voluntarily adding extra spice with a bit of motion design, hover and scroll effects, for a better and more interesting user experience or a easier information consumption.
- I worked hybrid on-site and remotely with a small team for 2 years, and later remote-only for other 2 with team catch-ups in Colombia and Australia.
Corey McCann.
(+61) 481 789 364.
June 2015 to November 2019.

Instituto de Negocios (Sarasota, Florida, United States).
- Digital marketing through LinkedIn and LinkedIn Campaign Manager.
- A/B testing with some paid LinkedIn Ads.
- Posting frequent daily organic content, driving conversions, and getting more leads.
- Testing different lead generation strategies.
- I was temporarily contracted including a couple of weeks of learning LinkedIn Campaign Manager with a couple of payed courses.
- I managed concurrent campaigns, tested with bids and budgets, tested with matched audiences, custom targeting, and more.
- I finally taught the Instituto de Negocios team how to use everything I had learned in that period through some online team meetings.
- We went from around 120 followers reaching more than 600 in the first few days, putting together their current network in LinkedIn Pages together with our new consistent marketing approach, and it kept growing since that.
Luis Eduardo Barón.
(+57) 302 398 5437.
October 2021 to January 2022.

The Apple Market, Covent Garden (London, England).
- Completing sales.
Dorothy Lloyd Griffiths.
(+44) 7 802 657 700.
November 2012 to January 2013.

Diego Velásquez Photography Studio (Bogotá, Colombia).
- Photography assistant including: photo production and photo edition.
- Catalogue photography.
- Assistant in studio, university visits, and more.
Diego Velásquez.
(+57) 315 358 7697.
May 2007 to July 2007 / May 2013 to July 2013.