



# SIMÓN CALLE LAVERDE

## UX/UI Product Designer & Front-end Developer

### Details

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

### Portfolio 2023

[simoncallelaverde.netlify.app](#)

### Courses

**Product Design inc. UX & UI.**  
Experience Haus, London, UK,  
In-Person Program (8 Students).  
October 24, 2022 to February 01, 2023.  
Intensity: 40 academic hrs in total + 10 hrs  
of real-stakeholder work per week, targeted  
to a final presentation for the clients.

**Web Design and Design for Mobile  
Devices.**  
Pontificia Universidad Javeriana,  
Architecture & Design faculty.  
Continuous Education Program.  
October 30, 2013 to December 11, 2013.  
Intensity: 78 academic hrs in total.

**English as a Foreign Language.**  
The English Studio Language School,  
London.  
Silver Level, C1.  
Common European Framework Scale.  
October 29, 2012 to February 08, 2013.  
Intensity: 15 academic hrs per week.

### Skills

- UX Research, Product Design, UI Design
- Figma, Figjam, Adobe XD
- Adobe Illustrator, Adobe Photoshop
- HTML5, SCSS, JavaScript
- ReactJS, NextJS, Liquid Code

### Education

**Campoalegre Bilingual School.**  
August, 1993 to July, 2007.

**Universidad de Bogotá Jorge Tadeo  
Lozano.**  
Advertising program.  
Bachelor's degree as a Publicist.  
January, 2008 to September, 2013.

### Profile

Hi, I'm a UX/UI Product Designer & Front-end Developer with a bachelor's degree as a Publicist. I have around 6 years of working experience in web development especially creating robust platforms for social, environmental, and political campaigns, as well as bringing to life some businesses' online presence. I worked on around 40 web projects during the past years, some for clients with more than a million members whose websites are pivotal for their daily operations, not just providing an online presence but also maintaining accurate contact data for their supporters, managing communications and enabling online actions.

In 2023 I obtained a certificate in *Product Design including UX & UI* from an in-person course program that I went to take for 3 months to London, UK.

I also have a title as a Publicist having undertaken a 5 year career focused in advertising, a branch of marketing which focuses mainly in persuasion, communication, and human-design interaction. The relevant coursework included design and history of design, visual semiotics, linguistics, psychology, sociology, marketing, advertising campaigns, advertising practice, among many, many others. I also created copywriting, slogans, logos, branding, I analyzed brands and advertising campaigns worldwide, I created ATL & BTL campaigns, story boards, filmed, edited, and produced concept commercials and short films, I created digital marketing campaigns, and more.

I learned as well some basic web design at university which led me later to continue with this digital journey and to take a continuous education program university course in *Web Design and Design for Mobile Devices* just after graduating as a Publicist. My goal was to be able to create awesome digital experiences and digital products.

### Experience

**Code Nation (Melbourne, Australia).**  
- Lead developer. Front-end development, some back-end development, content management, client communication. (We used NationBuilder's platform and some headless CMS).  
- Always having close communication with the clients to finalize and polish the digital products to their needs and make 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, working onsite for 2 years and then remotely for other 2.  
Corey McCann.  
(+61) 481 789 364.  
June 01, 2015 to August 09, 2019.

**Instituto de Negocios (Sarasota, Florida, United States).**  
- Digital marketing with LinkedIn's platform: Tested with some paid LinkedIn Ads, posted frequent organic content.  
- I was payed to learn LinkedIn's platform. I took 3 courses and taught the Instituto de Negocios team to use it.  
- We went from around 120 followers reaching more than 600 in a few days in LinkedIn Pages, with help as well of their current network in other platforms, together with our new consistent marketing approach.  
Luis Eduardo Barón.  
(+57) 302 398 5437.  
November 09, 2021 to January 07, 2022.

**The Apple Market, Covent Garden, London (London, England).**  
- Assistant and seller. Advised customers and completed sales.  
- I helped selling some hand-made art pieces and lithography on a stay in London while taking an English course.  
Dorothy Lloyd Griffiths.  
(+44) 7 802 657 700.  
November 05, 2012 to January 15, 2013.

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

### Languages

**English.**  
C1: Effective operational proficiency / Proficient in spoken and written English.