

Luis Calero

UX Designer - Finhabits Advisors

Portland, OR - Email me on Indeed: [indeed.com/r/Luis-Calero/147c207dcecd989f](https://www.indeed.com/r/Luis-Calero/147c207dcecd989f)

WORK EXPERIENCE

UX Designer

Finhabits Advisors - New York, NY - January 2016 to Present

Remote)

- Manage the look and feel and customer experience of the company's websites and web app.
- Responsible for defining the experience roadmaps and support of visitor paths of our website and web application including: app onboarding, customer acquisition strategies, campaign monitoring and a/b testing.
- Review all UX design initiatives and ensure that they are strongly consistent with digital marketing campaigns.

UX / Web Developer - Founding Partner

Reset.la Innovation Agency - January 2013 to August 2016

- Ecuador/USA (Remote)
- Development of UI/UX strategies.
- Hands on coding and modifying websites, from layout to function and according to a client's specifications.
- Use of HTML/CSS/PHP/JS to create visually appealing sites that feature user-friendly design and clear navigation.
- Direct work with local and international brands creating and conceptualizing web sites and mobile applications.
- Clients include: Nice Martin (AU), We are movers (CA), OOMovers (CA), Xerox (EC), Mazda (EC), TGI Fridays (EC), Gulliver Travel (EC),

SEO Director

SEM - August 2012 to March 2014

Xenn Marketing - Ecuador

- Brand development, web site traffic growth, web UI development and advertising revenue control.
- Landing page optimization through A/B testing.
- Planning, implementing and monitoring the creative process from concept to implementation.
- Design and creation of niche websites catering various markets.

Director and Owner

Housite Ecuador - April 2008 to May 2012

Director of marketing operations and online strategies for a start-up in Ecuador.

LATEST PROJECTS

1. <http://www.nicemartin.com/>

- Shopify enabled
- New design from scratch, HTML5, CSS3, LESS

2. <http://www.finhabits.com/>

- JOOMLA CMS
- Currently work for this company

3. <http://textilessonnytex.com> (UNDER CONSTRUCTION)

- Wordpress CMS
- HTML5, CSS3, JQUERY, LESS

4. <http://www.galapagosforyou.com/alternative-4-days-2-islands>

- Personal project in partnership with travel agency
- HTML5, CSS3, JQUERY, LESS

EDUCATION

Certificate

Boston University

May 2006 to August 2007

BA in Business Management / Marketing

PUCE - Quito

May 2002 to May 2007

SKILLS

HTML5 (9 years), JQUERY (4 years), PHP (6 years), Sketch (4 years), Illustrator (5 years), Heap Analytics (2 years), Google Analytics (8 years), Google Adwords (4 years), CSS3 (9 years), CMS (9 years)

LINKS

<http://caleroluis.com>

<https://www.linkedin.com/in/lucheins>

ADDITIONAL INFORMATION

PERSONAL SKILLS

Languages English, Spanish

Organisational / managerial Experienced in working with people from all walks of life, with different skills backgrounds and from different cultures.

Digital competence * Excellent command of HTML5 and CSS3.

* Proficient use of PHP, Javascript and JQuery. Currently learning Java.

* Able to produce fast wireframes and convert them to usable and friendly user interfaces from design to code.

* Sketch, Dreamweaver, Illustrator, Photoshop, Eclipse, Appcelerator Titanium.

Preferred design tool: Sketch, preferred CMS: Wordpress and Joomla.

* Expert knowledge of landing page optimization, A/B testing.

* Great command of Heap analytics, Mixpanel, Google Analytics setup and tracking.