



# MEL CALDERÓN

WEB UX/UI DESIGNER

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

## ABOUT ME

I'm a passionate Web UX/UI 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.

## CONTACT INFO



E-MAIL  
[contacto@melcalderon.com](mailto:contacto@melcalderon.com)



PHONE  
+52 1712 179 69 41



PORTFOLIO  
[www.melcalderon.com/portfolio.html](http://www.melcalderon.com/portfolio.html)



LINKEDIN  
[www.linkedin.com/in/mel-calderon/](http://www.linkedin.com/in/mel-calderon/)



ADDRESS  
Santa María Enderé, 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%

## 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 UX/UI DEVELOPER LEAD

MARKETING PARA MÉDICOS Y SOLUCIONES EJECUTIVAS | FULL TIME REMOTE JOB

### WEB DESIGN AND DEVELOPMENT:

| Development of responsive and scalable websites and interfaces using HTML5, CSS3, JavaScript, PHP, and the Bootstrap framework.

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%

TODDIST 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 seek continuous personal and professional improvement, influenced by eudaimonic and epicurean philosophies. My experience in Web 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 environments.

I'm well-suited for the position because my experience combines a deep understanding of user-centered design principles with hands-on 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 your web projects.

| Development, design, and implementation in WordPress through theme customization and using advanced builders like Elementor and Divi, optimizing performance and accessibility.

| Integration and management of MySQL databases, server configuration, domain management, SSL certificates, and load optimization using techniques like minification and lazy loading.

| Development and maintenance of sites for specialized sectors, including medical directories, e-commerce platforms, booking systems, and corporate websites.

### OPTIMIZATION AND STRATEGY:

| Web performance analysis and optimization with tools like Google Lighthouse, PageSpeed Insights, and WebPageTest.

| Use of heatmaps (Hotjar) and web analytics tools (Google Analytics, Google Tag Manager) to assess user behavior and optimize conversion.

| Management of domains, hosting, emailing, and sensitive information.

| Resolution of visual, usability, technical, and design issues to ensure smooth user experiences.

### UX/UI EXPERIENCE:

| Designing interfaces using Figma, Adobe XD, and Balsamiq, applying accessibility principles (WCAG) and usability to improve the user experience.

| Creating functional prototypes and high-fidelity wireframes, focusing on information architecture and user flows.

| Applying the Design Thinking methodology in the iterative improvement of digital products, supported by A/B usability testing and qualitative feedback.

### LEADERSHIP IN WEB DESIGN AND DEVELOPMENT:

| Managing digital projects, coordinating multidisciplinary teams to ensure technical and business objectives are met.

| Implementing Design Thinking methodologies in the development and maintenance of websites, ensuring efficient iterations and continuous delivery.

| Documenting development processes and design standards to ensure scalability and maintainability in long-term projects.

### DIGITAL MARKETING AND SEO:

| In terms of digital marketing, I've supported SEO positioning using tools like Google Search Console, Google Tag Manager, Google Analytics, sitemaps, specialized writing, menus, meta tags, keywords, Yoast, and Ranking Coach.

| I've also conducted data analysis and created landing pages for SEM campaigns in Google Ads.

| Additionally, I've interpreted metrics and made decisions to structure UX/UI content in marketing campaigns and inbound marketing, as well as implemented KPIs to improve effectiveness.

### ADDITIONAL EXPERIENCE:

| Besides my UX/UI web design experience, I have also worked in graphic design supporting community management, including creating logos, branding, photo editing, and other aspects related to graphic design.

AUG 2021 - OCT 2022

UX/UI DEVELOPER  
& DIGITAL MARKETING

| PRODUCCIONES JHENUAM ENTERTAINMENT | PART TIME JOB | REMOTE JOB

### WEB DESIGN AND DEVELOPMENT:

| Created first mobile websites using WordPress, HTML5, CSS3, JavaScript, and PHP, ensuring responsive and scalable platforms for an optimal experience across all devices.

| Developed landing pages and e-commerce platforms, optimizing performance and ensuring efficient campaign functionality.

| Managed and administered MySQL databases, configured servers and hosting panels, as well as resolving technical and visual issues related to domains, SSL, and databases.

| Utilized frameworks and stylesheets to create visually appealing interfaces, enhance user experience, and optimize page load times.

| Designed user flows and information architecture, crafting intuitive and functional digital experiences to facilitate seamless website navigation.

| Created user interface prototypes and conducted usability tests, ensuring each website element was optimized for the end user.

### DIGITAL MARKETING:

| Developed B2B digital marketing campaigns and social media strategies, achieving over 100K followers on Facebook.

| I implemented on-page SEO, off-page SEO, and technical SEO to optimize client websites and improve search engine visibility.

| I performed duties as Community Manager, managing user interactions, creating relevant content, and keeping the community engaged and active.

| Wrote and created web content tailored to the target audience, including copywriting for blogs, social media posts, and interest articles.

| Edited and produced marketing videos, ensuring visual content was attractive and aligned with brand strategy.

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 web design 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 web design. 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 LEDESBSOLAR | FULL TIME JOB**

**WEB DESIGN AND DEVELOPMENT:**

| I developed the Ecommerce site prototype, conducting detailed sociological research to define user objectives and business stakeholders.

| I designed wireframes and visual layouts for the online store, simplifying the structure and improving usability through user flows and an intuitive interface.

| I applied UI/UX principles, ensuring alignment with branding and optimizing the user experience. I used tools like Figma, Adobe XD, and Balsamiq for prototyping and design.

| I migrated the Ecommerce site from Prestashop to WordPress, utilizing HTML5 and CSS3, working closely with the sales and management teams under a Design Thinking methodology to encourage cross-department collaboration.

| I conducted fieldwork and sales exercises to understand the dynamics of a real store, enhancing the user experience design. After launch, I managed the site, identified and fixed bugs, updated CSS/SCSS stylesheets, and optimized content.

| I integrated payment gateways, logistics, and interactive product catalogs, along with integrations to marketing platforms like Mailchimp, Google Analytics, and Social Media to meet market demands.

| I managed the Ecommerce platform, developing market strategies, segmentation, inbound marketing, and SEO/SEM strategies to increase visibility and user engagement.

**DESIGN AND DIGITAL MARKETING:**

| I developed B2B digital marketing campaigns and managed social media, increasing reach and engagement with over 100K followers on Facebook.

| Community Manager: I created and managed relevant content, interacting actively with the community to keep it engaged and active.

| I designed graphic content, including logos, branding, and visual materials, tailored to the needs of campaigns and target audiences.

| I edited photographs and videos for marketing campaigns, ensuring the visual content was attractive, consistent with the brand strategy, and appropriate for each platform.

| I implemented on-page and off-page SEO strategies to optimize websites and improve their ranking in search engines.

**JUN 2017 - NOV 2019**

**DIGITAL DESIGNER**

**ECONOMÉTRICA LAB | FULL TIME JOB**

| UX/UI Experience: I 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: Created animated videos for government and private projects using PS, AI, After Effects, and Premiere. Extras: Photography, design, and writing of bimonthly reports.

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 Arell 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 WEB DESIGN WORLD:

| User-Centered Focus: Just like in web design, my political experience taught me to understand and value the needs of the community, which is essential in creating user-centered experiences.  
| Resource and Priority Management: Managing personal resources and strategic planning during the campaign reflects skills similar to those required in web design projects, such as budget management and prioritizing objectives.  
| Communication and Collaboration: Collaboration with different teams and effective communication during the campaign are skills that I also apply when working with design teams and stakeholders on web projects.  
| Feedback Collection: Interacting with citizens and gathering their opinions during the campaign is comparable to collecting user feedback in the web design process to improve site usability and effectiveness.  
| This political role has provided me with a unique perspective and transferable skills that continue to enrich my professional career in web design.