

# Mel Calderón

Web Specialist: Design, Development & Digital Analytics

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## ABOUT ME

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Web Specialist in Design UX/UI, Development & Digital Analytics with 9 years of experience. I have worked on high-impact projects for international brands such as Samsung and across different industries, contributing to visual architecture, web development, tracking, analytics, and digital optimization. I combine creative vision with technical execution to build functional digital experiences focused on users and business results.

## WORK EXPERIENCE

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### Webmaster

*Samsung – Cheil | Full-Time | Remote | Nov 2024 – Mar 2026*

#### Webmaster (Initial Role)

- Developed and deployed web components, landing pages, CTAs, banners, product finders, and interactive cards using HTML5, CSS3, and JavaScript within AEM, managing full component architecture, authoring, and publishing workflows.
- Applied UX/UI principles, responsive design, and accessibility standards to ensure optimal user experience across all devices and digital touchpoints.
- Maintained full product lifecycle on the AEM platform upholding rigorous quality standards and global brand consistency.
- Implemented SEO-optimized content within AEM: semantic markup, meta tags, structured data, and accessibility compliance aligned with Samsung's global digital standards.
- Operated under Agile/Scrum methodology, coordinating with PMs and QAs across Mexico and Brazil via Jira, covering the full New Asset workflow from ticket intake to live deployment.

#### Webmaster & Affiliate Tracking Specialist (Expanded Role)

- Sole owner of end-to-end JavaScript tracking pixel implementation across Samsung.com, supporting B2C and product launch campaigns via Adobe Experience Platform (AEP) Data Collection, directly contributing to measurable growth in affiliate traffic, conversions, and revenue.
- Built and managed OneLinks, deep links, and CIDs through AppsFlyer, guaranteeing precise attribution, pixel accuracy, and full campaign traceability across all digital channels.
- Monitored campaign performance via Adobe Analytics and GA4, applying statistical analysis in Excel to surface actionable insights that improved campaign ROI.
- Coordinated with performance marketing, affiliate, and development teams to ensure tracking integrity and data consistency.

### Web UX/UI Design & Development Lead

*Marketing Para Medicos S.E | Full-Time | Remote | Oct 2020 – Oct 2024*

#### Web Design & Development

- Designed and developed 180+ responsive websites, landing pages, e-commerce platforms, and custom web components using HTML5, CSS3, JavaScript, PHP, and Bootstrap with a mobile-first approach.
- Built WordPress environments from scratch: custom theme development, plugin development, REST API integration, and page builders (Elementor, Divi).
- Developed WooCommerce stores: payment gateway integration, catalog management, and checkout optimization.
- Managed MySQL databases, DNS, SSL, server administration, and performance optimization via caching, CDN, and lazy loading.
- Migrated from PrestaShop to WooCommerce, including multi-currency setup, tax rules, stock management, SKU variants, and order automation.
- Integrated payment gateways (SPEI, credit card, PayPal), logistics modules, and transactional notifications.
- Implemented schema markup for product rich snippets, Core Web Vitals optimization, and technical SEO focused on conversion improvement.

### UX/UI Design

- Designed interfaces, wireframes, and high-fidelity prototypes in Figma, Adobe XD, and Balsamiq following WCAG standards and responsive design principles.
- Led end-to-end UX processes: user research, persona definition, journey mapping, user flows, information architecture, and iterative usability testing.
- Applied Design Thinking and A/B testing to validate decisions, reduce friction, and improve conversion rates.
- Built and maintained design systems and UI component libraries ensuring visual consistency across all projects.
- Conducted heuristic evaluations and UX audits to identify usability issues and implement data-driven improvements.
- Designed customer journey maps and conversion flows focused on reducing cart abandonment and optimizing the purchase funnel.
- Created critical view prototypes in Adobe XD (PDP, PLP, cart, and checkout), validated through usability testing.

### **Performance & Optimization**

- Audited and improved Core Web Vitals LCP, FID, CLS using Lighthouse, PageSpeed Insights, and WebPageTest.
- Analyzed user behavior via Hotjar, session recordings, GA4, and GTM to identify drop-off patterns and optimize conversion funnels.

### **Project Leadership**

- Led cross-functional teams across simultaneous projects aligning technical delivery with business objectives.
- Defined design systems, style guides, and development standards for scalable long-term projects.
- Conducted client presentations, requirements gathering, and stakeholder management ensuring alignment between UX goals and business strategy.

### **Digital Marketing & SEO**

- Executed technical and on-page SEO using Search Console, GTM, GA4, Ahrefs, SEMrush, and Yoast: sitemaps, meta tags, structured data, and Core Web Vitals optimization.
- Developed high-converting landing pages for Google Ads SEM campaigns, analyzing quality scores and conversion data.
- Integrated UX/UI content strategy into inbound marketing funnels to improve KPIs and lead generation.

### **E-Commerce Web Developer & UX/UI Designer**

*Iluminación Leds Be Solar | Hybrid Project | Nov 2019 – Sep 2020*

- Designed and developed e-commerce platforms, websites, and landing pages focused on user experience, conversion, and digital performance.
- Led UX/UI design processes through user research, customer journeys, purchase flows, information architecture, wireframes, and high-fidelity prototypes.
- Developed solutions in WordPress and WooCommerce, including payment gateway integrations, product catalogs, inventory management, and checkout optimization.
- Implemented technical SEO and organic positioning strategies, including keyword research, SEO architecture, on-page optimization, schema markup, Core Web Vitals, and monitoring through Google Search Console and Google Analytics.
- Implemented digital analytics and tracking tools: Google Analytics, Google Tag Manager, Meta Pixel, and conversion events for user behavior analysis and data-driven decision-making.

### **UX/UI Developer & Digital Marketing**

*Producciones Jhenuamn Entertainment | Part-Time | Remote | Aug 2021 – Oct 2022*

- Led first formal UX/UI project: complete mobile app design process — user research, persona definition, wireframing, prototyping, and usability testing using Adobe XD, Figma, and Balsamiq.
- Designed wireframes, user flows, and interactive prototypes for web components applying user-centered methodology and A/B testing.
- Developed responsive websites, landing pages, and e-commerce platforms using HTML5, CSS3, JavaScript, PHP, and Bootstrap.
- Collaborated with development teams ensuring design-to-development handoff quality and pixel-perfect implementation.
- Created animated videos and motion graphics for government and private sector projects using After Effects and Premiere.
- Designed banners, infographics, and branding assets using Photoshop and Illustrator.

### **Political Marketing Coordinator**

*Lorena Carreola Municipal Presidential Candidate | Temporary | Dec 2020 – Jun 2021*

- Developed a full digital strategy for social media applying user research and audience segmentation to understand voter behavior, achieving lead generation, community empathy, and electoral retention goals.
- Improved candidate ranking from 10th to 3rd–4th position through planned, iterative communication strategy.

- Directed community management, visual communication, and copywriting ensuring narrative coherence and brand consistency.
- Led video production and scriptwriting for campaign spots and visual communication.

## **UX/UI Web Designer**

*Econométrica Lab | Full-Time | On-site | Jun 2017 – Nov 2019*

## **Design Intern**

*Graphemas | Social Service & Professional Internships | Nov 2016 – Jan 2017*

- Institutional identity redesign, brand manual, photo retouching, and editorial design supervision.

## **Graphic Designer**

*Grupo Miled | First Formal Job | On-site | Dec 2014 – Aug 2016*

- Newspaper editorial layout in Corel Draw; promoted to design supervisor across multiple sections. Digital publication on Issuu.com.

## **SKILLS**

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### **Web Design & Development**

HTML5 · CSS3 · JavaScript · SASS/SCSS · Bootstrap · PHP · WordPress & Builders · WooCommerce · Adobe Experience Manager (AEM) · Shopify · SQL · Webflow · WCAG · Mobile First Design · Core Web Vitals · GitHub

### **UX/UI Design**

Figma · Adobe XD · Balsamiq · User Research (interviews, surveys, behavior analysis, user personas) · Interface Design (wireframing, prototyping) · UX Strategy (journey mapping, information architecture, user flows) · Design Systems · Evaluation & Testing

### **Agile Tools**

Todoist · Jira · Trello · Asana · Slack

### **Analytics & Marketing**

Hotjar · Google Suite (Analytics, Search Console, Tag Manager) · AppsFlyer · Adobe Experience Platform Data Collection (Adobe Analytics, Adobe Launch) · SEO · CRO & Funnel Optimization · Pixels & APIs (Social Media & Custom Platforms)

### **Graphic Design**

Adobe Photoshop · Adobe Illustrator

### **Languages**

Spanish (Native) · English B2

## **EDUCATION**

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### **Bachelor's Degree in Digital Art – UAEM, Faculty of Arts**

Specialization in Aesthetic Studies and Animation | 2012 – 2018

## **CERTIFICATIONS & COURSES**

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Web and Mobile Design: UX/UI · Master's in UX Design and User Experience · UX/UI Course (Figma) · SEO Positioning Course · Design Thinking · Scrum Master · Web Design (HTML & CSS) · Diploma in Political Marketing · WordPress & WooCommerce Development Course · B2B Digital Marketing Course · Neuromarketing Applied to Digital Marketing · Content Marketing (B2B Content Strategy)

See certifications: [melcalderon.com/personal.html](https://melcalderon.com/personal.html)