



# Rafael Calderon



<https://rafaelcalderon.com>



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850-591-6993

A talented **Senior Design Lead** with a proven understanding of how to build beautiful and useful applications for web and mobile, he combines creative and user-centric viewpoints with expert knowledge in user interface design and prototyping, to optimize the best user experience and as well as the needs of stakeholders, industry standards, and visual principles.



## Senior UI/UX Designer

**Homes.com**

Tallahassee, FL

(2010 - 2022)

Pioneered the responsive, user-centric design approach for building web portals and flagship apps for iOS and Android. Led the design and implementation of various Design Systems (DS), which improved team collaboration, standardization and prototyping. Developed React Components to build apps for research. Led a complete rebranding, including a new company logo.



## Interactive Creative Director

**Lopez Negrette Comm.**

Houston, FL

(2007 - 2010)

Instituted the User-Centered Design approach, establishing UX Design as the first stage for web and mobile app developments. Overhauled Walmart's "Ahorra Mas, Vive Mejor" website to optimize the user experience. Newly launched site catapulted visit-to-lead and visit-to-order ratios while shrinking page-abandonment rate by 17%.



## Web Designer and Front-end Developer

**Homes.com**

Tallahassee, FL

(2004 - 2007)

Designed and developed high-impact, user-centered websites with strong emotional appeal, sophisticated production values and intuitive new navigation. Newly launched sites maximized user engagement and cemented powerful brand identities for our clients, the real estate agents.



## Toolbox

- Prototyping, wireframing, user flows, mockups
- Figma, Sketch, Adobe CC
- HTML, CSS, JS, Ajax, React, Tailwindcss, Next JS, APIs
- User research and usability testing
- Agile and Information architecture
- Communication and presentation
- Workflows, Prioritization and time management
- Ethical, Tenacious, Reflective
- English, Spanish



## B.S. Information, Communication and Technology - ICT

Florida State University • Tallahassee, FL