

# Ivan Calderon

Product Designer

66 Morris Ave. Malverne, NY 11565

**Phone:** 917.698.6780

**Email:** ic@ivancaideron.net

**Web:** [ivancaideron.net](http://ivancaideron.net)

## SKILLS

Creative problem-solving  
Interaction Design  
Web Design  
UX/UI Design

## TOOLS

Adobe Creative Cloud  
Figma / XD / Sketch  
WordPress  
HTML / CSS  
Atlassian Suite  
MS Office Suite  
Google Suite

## AWARDS

### Baruch College, New York, NY

Excellence in Art Award of  
the Department of Fine and  
Performing Arts, 2016

### Baruch College, New York, NY

Arnold Picker Excellence Award  
of the Department of Fine and  
Performing Arts, 2016

## LANGUAGES

Fluent Spanish (written | spoken)

## EXPERIENCE

### 21.co. New York, NY

Senior Product Designer, August 2021 to present.

- Design digital experiences for the web and continuously enhance products' UX/UI
- Create and document flows, wireframes, and functional prototypes
- Work with the engineering team on the implementation of product design strategies
- Develop new design systems and assist with implementation and development.
- Solve design problems with the users' needs in mind

### Fidelity Payment Services. Brooklyn, NY

Designer, November 2019 to July 2021.

- Design digital experiences for the web and mobile (iOS)
- Ensure designs deliver the envisioned functionality as per engineers advise
- Design and document flows, wireframes, UI kit, and functional prototypes
- Collaborate with credit card networks on product's design and implementation
- Provide creative support in new design development, email marketing, and graphics

### Stanton Carpet. Woodbury, NY

Digital Designer, December 2017 to November 2019.

Graphic Designer, December 2016 to December 2017

- Designed visual content for web, email and social media marketing programs
- Created a high volume of quality graphic, layout and production design
- Designed graphics for marketing presentations, training videos and corporate websites
- Participated in team effort to produce design strategies for national advertisement
- Developed design projects from concept through completion

### New Media Art Space at Baruch College. New York, NY

Graphic Designer, September 2014 to December 2016.

- Developed branding concepts for exhibitions in collaboration with the artists
- Designed and produced marketing materials for web, print and social media
- Researched new media technologies influencing art
- Created email campaigns to promote new media art exhibitions (MailChimp)

## EDUCATION

### Baruch College, New York, NY

CUNY Bachelor of Arts in Business Communication - Magna Cum Laude,  
December 2015.

Major: Graphic Communication

Minor: New Media Arts

Overall GPA: 3.81/4.0

## CERTIFICATIONS

### DesignLab, UX Academy Bootcamp

UX Academy completion, August 2021