

EDUARDO CALVO MAIRENA

UI / UX LEAD • CREATIVE AND ART DIRECTOR

ABOUT ME

Results oriented User Experience and Interfaces designer with record of being working for more than 21 years for high profile advertising companies in Costa Rica and foreign based companies. Background includes more than 6 years working as design and web design / development professor and Web Creative Director

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FOLLOW ME

Facebook

facebook.com/Eddie665

Twitter

twitter.com/Eddie665

LinkedIn

linkedin.com/in/eduardocalvom

Behance

behance.net/EduardoCalvo

WORK EXPERIENCE

Accenture

2021-present

UX/ UI DESIGN COSTA RICA POD LEAD

Creative Direction. Support projects escalations. Requirement briefing with stakeholders. Team management, choosing the right talent for projects. Design quality and consistency reviews. Suggestions for project solving. Timing specialist. Involved with clients and stakeholders to understand the business model and the insights.

BairesDev

2020- 2021

SENIOR UX/ UI DESIGNER (CONTRACTOR)

Conduct the entire investigation for AI companies such as Netgraph and Trinity and their related projects in government and education for the first and health and medical sectors for the second. Creation of the user personas, user journeys, escenarios to determine pain points and better practices for the product development. Creation of wireframes and mockups from scratch as well as the creation of prototypes for desktop and mobile, always taking care of the direction that the product would take and the enhancement of the performance to avoid crashes and more pain points. Conducting after-release-tests with the users and guidelines to the developers in terms of flows and product management for final release

Q6 Cyber

2017 - 2020

SENIOR UI / UX CREATIVE DIRECTOR

Create designs and user interfaces for all the developed applications. As well to develop strategies for marketing and webvertising. Webmaster and design of the UI for the website. Drive meetings and manage marketing teams all around the world. Work close with other developers in brainstorming. Conduct researches for the user experience with the products as well to create user journeys and cases for the personas and escenarios, looking for a better product creation to protect the users ids, cards or credentials. Working close with stakeholders and clients (such as Facebook and AmEx) to define experiences. Creation of wireframes and mockups from scratch as well as the creation of prototypes for desktop and mobile. Conducting after-release-tests with the users and guidelines to the developers in terms of flows and product management for final release

EduCalvo (Freelancer)

1997 - present

SENIOR UI / UX CREATIVE DIRECTOR / PRODUCT / PROJECT MANAGER

Create designs and user interfaces for mobile apps and new platforms for IoT and education or security developments. As well to develop strategies for marketing and webvertising. Drive meetings and manage marketing teams all around the world. Work close with other developers in brainstorming. Conduct researches for the user experience with the products as well to create user journeys and cases for the personas and escenarios.

Hewlett-Packard Enterprise

2016 - 2017

LEAD DESIGNER / ART DIRECTOR (CONTRACTOR)

Design Team Leader, educational design for manuals, guides and troubleshooting docs. Briefing and modeling.

EDUARDO CALVO MAIRENA

UI / UX LEAD • CREATIVE AND ART DIRECTOR

SKILLS

UI / UX DESIGN & RESEARCH



HTML / CSS / CMS



FIGMA / SKETCH / XD



ADOBE CREATIVE SUITE



PROJECT MANAGEMENT



LANGUAGES

ENGLISH



FRENCH



SWEDISH & PORTUGUESE



INTERESTS & HOBBIES



OTHER EXPERIENCES

AS CREATIVE & ART DIRECTOR (LEAD)

ADVERTISING AND DIGITAL AGENCIES

Euro RSCG 3 yrs.
intermedios.....1 yr.
Abaco (SLB Internal Agency)2.5 yrs.
Creativa Communications..... 1.5 yr
Amerisol 2 yrs.
Pfizer (UX and Branding Art Director) 1.5 years.

AS CREATIVE & ART CONSULTANT

CONSULTING COMPANIES

Schlumberger Sema.....2.5 yrs.
Cecropia Solutions 1 yr

EDUCATION

Universidad Hispanoamericana

2000 - 2005

ADVERTISING DESIGN LICENTIATE DEGREE

Cyber U

2014 - 2015

SUPERIOR TECHNICIAN IN UI AND FRONT END

UFidélitas

2022

DESIGN THINKING AND UX DIRECTION

CREAHANA / UDEMY / WIZELINE

2020 - present

CERTIFICATIONS IN UX RESEARCH AND UX DESIGN

PRIZES AND AWARDS

HONORIFIC MENTION

1998

Triángulo de Oro coffee 75 years Best creative campaign

YOUNGEST CREATIVE DIRECTOR AT AIP

2004

INNOVATIVE PRODUCT FOR AERONAUTICS

2003

BEST PRODUCT FOR DIGITAL GOVERNMENT IN COLOMBIA

2000