



# Anthony Medina

## UI/UX Designer

anthony.john.medina@gmail.com

anthonyjmedina.com

## Work Experiences

### Visual Designer at Dragon Shield

In my role as a visual designer, I evaluated creative briefs to conceptualize original ideas that aligned with strategic objectives. Working alongside marketing leaders, I managed and resolved design change requests within tight delivery deadlines. By leveraging my expertise in design principles and proficiency in creative software, I crafted both physical and digital mockups and prototypes, providing clear justifications for my creative choices to stakeholders.

Feb 2022 - Nov 2022

### UI/UX Designer at InMotion Hosting

As a UI/UX designer, I contributed to over 20 projects by creating wireframes, prototypes, and mockups, defining interactions and interfaces for new and existing products, and performing UX audits on newly acquired properties. I extended the organization's UI component repository for 50+ properties, developed design roadmaps to align with organizational targets and goals, and recommended research-based UX best practices to ensure optimal user experiences.

March 2021 - Present

### Freelance UI/UX Designer

I designed and managed WordPress websites for creatives/photographers, optimizing usability and adhering to brand guidelines. Additionally, I resolved web host-related issues and provided hosting services. I created custom Shopify shopping experiences and produced brand collateral, wayfinding, and social media content for small businesses in digital and physical formats.

2020 - Present

## Education

### Tidewater Community College

Associates in Arts and Sciences

## Skills Set

### Visual Design

Interaction Design, Prototyping, Wire framing, Web Design

### Tools

Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop.

### Side Projects

Engage with other designers on LinkedIn by posting daily design challenges and contribute to the LatinX in AI (LXAI) community by writing informative articles.