

Karina Medina

UX/UI Designer, Queens, NY

 www.karina-medina.com
 karinakmedina@gmail.com
 [linkedin.com/in/kmedina18](https://www.linkedin.com/in/kmedina18)

Summary

I am a UX/UI designer blending creativity with user-centered design, with expertise in prototyping and adapting to emerging trends.

Work Experience

American Express Product Designer (Contract)
October 2024-Present, New York, NY

- Focusing on designing flows and journeys that expand platform integration on AMEX's internal offer setup tool
- Create and maintain a unified and scalable component library serving both branches of the design team, streamlining workflows and ensuring a consistent UI across the platform.
- Partner with product, engineering, and marketing teams to define requirements, run design workshops, and conduct user interviews.

Freelance (Fractional) UX /Web Designer
August 2023-October 2024, Remote

- Current clients: Universal Nutrition (Creative Circle), Others
- Leading redesign of Animal's eCommerce website, with the primary goal of improving user experience and boosting conversion rates on both mobile and desktop
- Developing email campaigns that have led to an average of 10% increase in click rate per campaign

Zoom UX Designer (Contract)
October 2022-June 2023, Remote

- Worked with the Growth team on initiatives to increase number of Zoom users, resulting in a ~20% increase in user base across web, mobile, and desktop platforms
- Daily virtual collaboration on design concepts with designers, product managers, engineers, and other stakeholders across various time zones
- Led product development process from end-to-end

Bed Bath and Beyond Product Designer (Contract)
February 2022-October 2022, Remote

- Conceptualized designs for the Welcome Rewards program, which boosted the amount of new user accounts and sales
- Designed across various platforms, such as Native iOS, Android, and responsive web
- Collaborated virtually with designers, developers, and other team members on design concepts and iterations

Work Experience (cont)

Tragos Games, LLC UX Designer
January 2020-November 2021, Remote

- Led the UX/UI design of mobile application proposal. Implemented user research survey with over 500 participants
- Designed and built web pages, email templates, and other interfaces for brand use
- Developed content for social media including photography and illustration

Skills

Prototyping, Wireframing, Responsive Design, Product Design, Mobile Design, Web Design, Android, iOS, Animation, User Flows, User Personas, Usability Testing, UAT, QA Testing, E-Commerce, Interaction Design, Storytelling, Email Design, Design Research, Journey Maps, Accessibility, Agile/Scrum

Tools/Platforms

Figma, Sketch, FigJam, Adobe XD, Invision, Zoom Whiteboard, Illustrator, Photoshop, After Effects, Premiere, Flinto, Klaviyo, Balsamiq, Jira, Airtable, Shopify, Microsoft Office, Spark AR, Marvel, Unbounce

Education

Various

Including courses from Coursera, LinkedIn Learning, and Skillshare

CareerFoundry

Certificate in UI Design

SUNY New Paltz

Bachelor of Arts, Communications

School of Visual Arts

Major: Animation

Languages

English (fluent), Spanish (fluent)