

Alexis Medina

Product Designer

San Diego, CA | Open to relocation

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Product Designer who turns complex user and stakeholder needs into clear, accessible digital experiences across web and mobile. Experienced moving from research and problem definition through information architecture, interaction design, high-fidelity UI, prototyping, usability testing, and scalable design systems, with a strong foundation in accessibility and visual craft.

SKILLS

Design: Product Design, Interaction Design, Visual Design, Mobile Product Design, User Flows, Wireframing, High-Fidelity UI, Interactive Prototyping, Information Architecture, Responsive Design, Design Systems

Research: User Interviews, Usability Testing, A/B Testing, Research Synthesis, Affinity Mapping, Competitive Analysis, Heuristic Evaluation

Accessibility: WCAG, Inclusive Design

Tools: Figma (Auto Layout, Components, Variants, Prototyping), FigJam, Adobe Creative Suite, Webflow, Miro, Claude, ChatGPT

Collaboration: Cross-Functional Collaboration, Stakeholder Facilitation, Client & Stakeholder Presentations, Design Critique, Design Documentation, Developer Handoff, Remote Collaboration

Technical: HTML/CSS (Basic), AI-Assisted Ideation & Prototyping

EXPERIENCE

International Association for Geoscience Diversity, Lead Product Designer

Accessibility-focused nonprofit providing an informational hub for geoscience education, research, and career resources. Led a full website redesign reaching 15,000+ professionals, students, and educators.

October 2025 - February 2026

- Designed and prototyped a scalable six-page-type system in Figma using auto layout, reusable components, variants, and shared interaction patterns, turning inconsistent resources into a cohesive responsive experience a volunteer team could maintain.
- Led research end-to-end, from competitive analysis and interview strategy through user interviews and affinity mapping, translating findings into four actionable design principles that guided hierarchy, content, and product decisions.
- Built accessibility into the product structure through progressive-disclosure accordions, clear hierarchy, breadcrumbs, icon-and-label pairing, and responsive patterns designed to reduce cognitive load.
- Facilitated recurring stakeholder reviews to present design rationale, incorporate feedback, and standardize content and interaction patterns across field-trip experiences.

Good Samaritan Shelter, Product Designer

Housing & support nonprofit serving unhoused and recovering individuals. Designed Good Help, a mobile app built to help 5,000+ people a year find essential services across Santa Barbara County.

April 2025 - August 2025

- Owned service-discovery and map experiences across 55 programs while collaborating on search, giving users multiple ways to find relevant services by location, category, and need.
- Structured the underlying architecture into a scalable four-level system supporting cross-listing, uneven hierarchy depth, and future additions from a single source record.
- Validated the core service experience with shelter staff as proxy users, using feedback to elevate high-priority actions and restructure content for faster decisions under stress.
- Designed three connectivity states and contextual navigation patterns that kept previously viewed resources usable offline while letting users move between departments, services, and locations without restarting their search.

Cooley Creative LLC, Product Designer

Early-stage creative-education startup using comic-making and AI tools to build confidence and career paths for underestimated youth.

September 2023 - October 2023

- As part of the founding team, helped shape the first digital experience from a blank slate into structured content and pathways for students and families.
- Collaborated with designers and engineers to translate project goals into design direction through brainstorming, iteration, and shared decision-making.
- Presented design recommendations directly to the CEO, grounding decisions in competitive analysis of comic and creative-education platforms.

EDUCATION

Pepperdine University - B.A. in Film Studies, emphasis in Digital Media Production, Minor in Marketing

Springboard - UX/UI Design Certificate, Human Computer Interaction