

Alexis Medina

Product Designer

CONTACT

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EDUCATION

Pepperdine University

B.A in Film Studies w/an emphasis
in Digital Media Production,
Minor in Marketing

Springboard

UX/UI Design Certificate,
Human Computer Interaction

SKILLS

TOOLS

Figma (FigJam)
Adobe Creative Suite
Miro
AI Prompting (Claude)
Webflow

DESIGN

Interaction Design
Site Mapping
Wireframing
Rapid Prototyping
Visual Design
Developer Handoff
Information Architecture
Accessibility (WCAG)
User Flows
Design Systems

RESEARCH

User Interviews
Journey Mapping
Competitive Analysis
Heuristic Evaluation
Usability Testing
Personas

COLLABORATION

Cross-Functional Collaboration
Stakeholder Management
Client Presentation
Developer Handoff

SUMMARY

Product designer who turns complex, real-world constraints into clear, scalable systems. Leads research, information architecture, accessibility, and interaction design with stakeholders across a nonprofit resource platform reaching 15,000+ people and a mobile service app built for an organization serving 5,000+ people a year.

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

- Led the research track end-to-end, from competitive analysis and interview strategy through user interviews and affinity mapping, translating findings into four design principles that guided interaction, hierarchy, and content decisions throughout the redesign.
- Designed and prototyped a scalable six-page-type system in Figma using shared content and component patterns, turning inconsistent resources into reusable templates a volunteer team could maintain.
- 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.
- Partnered with stakeholders to audit and standardize every field trip page, removing outdated content and turning mismatched layouts into one reusable information hierarchy.

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 the service-discovery architecture, restructuring 55 scattered programs into a scalable four-level system that supports cross-listing, uneven hierarchy depth, and future additions from a single source record.
- Identified usability issues on the core service page and iterated the layout after validation with shelter staff, elevating high-priority actions and restructuring content to support faster decisions under stress.
- Designed offline access as three distinct states, cached services, cached search, and no cache, keeping previously viewed resources available while clearly communicating limitations when connectivity failed.
- Designed accessible interaction patterns across the app, including 48x48 touch targets and contextual navigation that lets users move between departments, services, and locations without restarting their search.

Cooley Creative LLC, Contract | 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 design the first digital experience for a comic-based creative-education startup, structuring content and pathways to help students and families find the right workshop or program.
- Collaborated with a cross-functional team of designers and engineers to translate project goals into design direction through brainstorming, iteration, and stakeholder collaboration.
- Presented design rationale, structure, and content recommendations to the CEO, informed by competitive analysis of comic and creative-education platforms.