

Andre P. Medina

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I am a dedicated, driven, and passionate designer with 10+ years of industry experience. I deliver creative solutions to user-centered experiences for various government and private businesses through human centered methods to solve complex user experience challenges. My multi-faceted skillset in UI/UX design, front-end development, project management and leadership has resulted in building user understanding around products and services, promoting brand recognition and driving profitability through successful campaigns.

Professional Skills

UI/UX Design	Video editing	Adobe Premiere	Drupal
Web & Graphic Design	Axure, Figma, & similar	Asana, Monday, Basecamp & similar	WordPress
Front-end Development	Adobe Photoshop	HTML5	Shopify
Project Management	Adobe Illustrator	CSS3	

Management Skills

Analytical Thinking	Leadership	Problem Solving
Communication	Organization	Teamwork
Conceptual Thinking	People Management	Time Management
Critical Thinking		

Education

George Mason University, Fairfax, VA

Bachelor's of Art in Art and Visual Technology, Minor in Multimedia

Professional Experience

International City/County Management Association (ICMA)

User Interface/User Experience (UI/UX) Manager | January 2020 – Present | Washington, DC

Web Designer | December 2015 – January 2020

- Leads the UI/UX design of five (5) ICMA web properties with a focus on customer-centric, user-friendly, and visually appealing and responsive experiences.
- Guides seven (7) internal business teams in strategy, research, alignment, analysis, and content design.

- Manages 30+ staff in the day-to-day operations of websites; writes guidelines for content management; conducts Content Management System (CMS) training for staff; manages bug reports; and resolved 800+ tickets.
- Directs two (2) external vendors who provide technical support through project management; develops business requirements for new functionalities/bugs; and manages priorities for an annual budget of \$130K and procurement activities for acquiring new vendors.
- Creates process and user flows, journey maps, and interaction models resulting in conceptual wireframes, interactive prototypes, and scalable design systems.
- Performs usability studies to understand member needs and define opportunities.
- Audits existing and new digital experiences, identifies obstacles, and proposes solutions for improvement and experimentation.
- Creates and improves design standards to align with best practices and guidelines.
- Generates weekly metric reports, analyzes for trends and opportunities, and guarantees content is optimized for Search Engine Optimization (SEO) for better search visibility.
- Created 30+ high-quality branded videos that support ICMA message, including but not limited to: CEO/Executive Director communications, member testimonials, advocacy for programs, and internal awards.

National Association of Social Workers

Senior Digital and Web Specialist | April 2014 – November 2015 | Washington, DC

- Responsible for the design and maintenance of the organization's website.
- Designed three (3) interactive brand experiences for the website and microsites in close collaboration with the web operations team.
- Collaborated with the marketing team and stakeholders to create concepts that met goals and expectations.
- Built, launched, and maintained webpages with a high standard for digital touch points, from concept to execution.
- Created wireframes, high-fidelity mock-ups, specifications, and other UI design documents.

Dynamics Research Corporation

Web Designer | October 2010 – April 2014 | Washington, DC

- Designed and maintained the the Military Health System, Office of Strategic Communications external website.
- Developed and designed micro-sites to provide web presence for affiliate organizations.
- Created illustrations and information graphics such as maps, charts, and graphs for web data projects.