

Andre Medina

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Summary

An accomplished and driven UI/UX professional with over 15 years of experience in UI/UX design and project management, I currently work as the UI/UX Manager at the International City/County Management Association (ICMA). In this role, I manage UI/UX design of 6 websites, lead a team of 30+ cross-functional staff ensuring consistency in design standards, and direct external vendors in delivering high-quality web solutions. I audit digital experiences, conduct usability studies and develop processes and user flows. In addition to UI/UX design, front-end development (HTML and CSS) and project management experience, I am proficient with Axure, Figma, Drupal, WordPress, Shopify, Adobe Photoshop, and Adobe Illustrator.

Professional Skills

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

Education

George Mason University, Fairfax, VA

BA in Art and Visual Technology, Minor in Multimedia. Cum Laude May 2005.

Professional Experience

ICMA | Washington, DC

UI/UX Manager | January 2020 – Present

Web Designer | December 2015 – January 2020

- Manages the UI/UX design of 6 ICMA websites focused on engaging, human-centered, user friendly, web accessible and visually appealing experiences.
- Creates wireframes, prototypes, and design mock-ups to articulate the user's journey; gathers feedback from usability studies and implements feedback based improvements.
- Guides 4 cross-functional teams in web strategy and unified business requirements;

communicates high-level concepts in a clear and compelling way to senior leadership and audiences of all levels.

- Leads a team of over 30 cross-functional staff ensuring consistency in design standards and best practices in the day-to-day operations of ICMA websites. Writes guidelines for content management; conducts content management system (CMS) training for staff; manages bug reports resolving 800+ tickets.
- Directs external vendors who provide technical support of ICMA websites managing over \$70K annual budget focused on delivering high-quality web solutions.
- Audits existing and new digital experiences, identifies obstacles, proposes solutions for improvement and experimentation to align with best practices and guidelines.
- Generates weekly metric reports, analyzes for trends and opportunities, guarantees content is optimized for search engine optimizations (SEO) for better search visibility and cross-promotion among the ICMA digital ecosystem.
- 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 | Washington, DC

Senior Digital and Web Specialist | April 2014 – November 2015

- Responsible for the design and maintenance of the organization's website.
- Designed three interactive brand experiences for the website and microsites in close collaboration with the web operations team.
- Collaborated with 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 | Washington, DC

Web Designer | October 2010 – April 2014