Andre Medina

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Summary

I am an accomplished and driven UX professional with over 15 years of experience in UX design and project management. In my current role as the UI/UX Manager at the International City/County Management Association (ICMA), I manage the user experience of multiple websites, guide teams in web strategy, collaborate with staff ensuring consistency in design standards and best practices, and direct external vendors in delivering high-quality web solutions. I audit digital experiences, conduct usability studies, design prototypes and develop processes. In addition to UX design, front-end development (HTML and CSS) and project management experience, I am proficient with Axure, Figma, Drupal, WordPress, Shopify, and Adobe Creative Suite.

Professional Skills

UI/UX Design	HTML5
Web & Graphic Design	CSS3
Front-end Development	Drupal
Web Project Management	WordPress
Axure, Figma, and similar	Shopify
Asana, Monday, Basecamp and similar	Adobe Creative Suite

Management Skills

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

Education

George Mason University, Fairfax, VA

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

Professional Experience

International City/County Management Association (ICMA) | Washington, DC

International City/County Management Association, www.icma.org, headquartered in Washington, DC is the world's premiere association of professional city and county managers who lead local governments.

User Interface/User Experience (UI/UX) Manager | January 2020 - Present

Web Designer | December 2015 – January 2020

- Manages the UI/UX design of six (6) websites within the ICMA Ecosystem focused on engaging human-centered, user friendly, web accessibility and visually appealing experiences.
- Designs wireframes, prototypes, and design mock-ups to articulate the user's journey; gathers feedback from usability studies and implements feedback based improvements.
- Audits existing and new digital experiences, identifies obstacles, proposes solutions for improvement and experimentation to align with best practices and guidelines.
- Guides four (4) cross-functional teams in web strategy and a mindset of systems thinking approach to gather business requirements, and communicate high-level concepts in a clear and compelling way to senior leadership and audiences of all levels.
- Collaborates with a team of over 30 cross-functional staff to ensure design standards and best practices are followed 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; and resolved 800+ tickets.
- Directs external vendors who provide technical support of ICMA websites to set priorities, manages a $70K annual budget, coordinate resources, and provide guidance to deliver high-quality web solutions.
- 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

- Designed and maintained the website for the Military Health System, Office of Strategic Communications.
- 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.