

# Martin Medina - UI/UX & Graphic Design

## UI/UX

Create beautiful and intuitive user experiences with an eye for clean and artful design. Able to translate high-level requirements into interaction flows and functional user interfaces.

Create detailed wireframes, user flows, mockups, prototypes and other product deliverables.

Collaborate with development leads, product managers, marketing specialists, usability experts and content writers to explain designs and answer questions.

Work with project teams in an agile environment.

Proficient at Adobe Dreamweaver, Illustrator, Photoshop, InDesign ands Sublimetext Strong HTML and CSS skills. Able to design in WordPress and CMS (Joomla). Some javascript and JQuery,

## Graphic Design

Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

Creative experience in the following:

- Print
- Brochures & Newsletters
- Logos & Business Cards
- Posters & Post Cards
- Banners
- Stationery

## Experience

I am a talented, amiable and reliable designer with more than 16 years experience. UI Designer – Skilled in creating beautiful and intuitive user experiences with an eye for clean and artful design. Able to translate high-level requirements into interaction flows and functional user interfaces. Able to design in an agile, collaborative environment. Graphic Designer – Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

### Freelance Designer

March 2016 – Present

- Print and web design
- Photography
- Video and audio Production

### USAA (Contractor)

Creative Designer UI/UX

March 2012 – March 2016

- Developed and refined user experience for Usaa.com
- Adhere to corporate branding and interaction design requirements.
- Selected placement of content and design elements.
- Determined graphic and other media treatment.
- Ensured all interaction design deliverables meet established criteria including project requirements and standards and guidelines and corporate branding guidelines.
- Owned overall end-to-end user experience – from the big picture down to specifics of UI layout for a feature or service flow.
- Developed detailed wireframes, user flows, mockups, prototypes and other product deliverables to effectively communicate designs and product requirements.
- Envisioned and develop intuitive, scalable, and engaging interactions and experience designs for multiple platforms (web and mobile).
- Collaborated with development leads, product managers, marketing specialists, and content writers to explain designs and answer questions.

San Antonio Food Bank  
Internet Marketing Communications Coordinator  
September 2009 – February 2012

- Designer and developer for the San Antonio Food Bank website and specific campaign websites like The Great Turkey Challenge, and SA Goes Orange (Flickr link – site no longer active).
- Video Production – One [example](#) of the many videos I produced
- Social Media Manager – set up and maintained all facets of social media.
- Email Marketing – Setting up, creation and maintenance of email marketing pieces.
- Branding and Print Design – publications, flyers, posters, banners, logos etc.

Jubilee Outreach Church (part time)  
Creative and Technical Director  
January 2000 – September 2011

- Designer for jubileeoutreach.org (site has been redesigned – not my work)
- Design of all print materials including publications, curriculum, church bulletins and flyers and more. (examples)
- Create slide shows and promotional videos.
- Oversees all audio visual elements for church services.
- Production of audio and video recording of all services. ([video example](#))

Valero Corporate Headquarters (Contractor)  
Creative Designer  
October 2008 – January 2009

- Design of the Valero intranet site

USAA  
Creative Designer UI/UX  
October 2000 – October 2008

- Developed and refined user experience for Usaa.com
- Adhere to corporate branding and interaction design requirements.
- Selected placement of content and design elements.
- Determined graphic and other media treatment.
- Ensured all interaction design deliverables meet established criteria including project requirements and standards and guidelines and corporate branding guidelines.
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#### Skills & Expertise

- Graphic Design
- Web Design
- User Interface Design
- User Experience
- Interaction Design
- Web Development
- CSS
- Dreamweaver
- Adobe Creative Suite
- Information Architecture
- User-centered Design
- Content Management
- Web Analytics
- Usability
- XHTML