

Anselm Medina

UX/UI Designer · Product Designer

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PROFESSIONAL PROFILE

Passionate UX/UI Director dedicated to creating intuitive and scalable digital experiences. Offering over 6 years of experience leading creative teams using agile methodologies and developed Design Systems that optimize operational efficiency. Expert at translating user needs into functional prototypes and code, always maintaining the balance between aesthetics, accessibility, and technical feasibility.

PROFESSIONAL EXPERIENCE

UX/UI Director

Oct 2023 – Present

La Cueva Corp

- Lead and supervise a team of UX/UI designers, optimizing workflows using agile methodologies and raising quality standards through structured Design Reviews and continuous technical feedback.
- Collaborate cross-functionally with Product, Development (Frontend/Backend), Marketing, and Branding teams to align business objectives with consistent, usable, high-quality design solutions.
- Drive the conceptualization and validation of information architecture, user flows, wireframes, and high and low fidelity interactive prototypes for web and mobile platforms.
- Create and maintain the organization's centralized Design System, implementing scalable components, design tokens, and technical documentation reducing hand-off times to development by 60%.
- Facilitate internal workshops and training sessions on Design Thinking methodologies, UX best practices, and web accessibility, driving professional growth and design maturity within the team.
- Develop functional prototypes and interactive interfaces integrating Artificial Intelligence tools and front-end technologies (HTML, CSS, JavaScript, and React), optimizing communication and technical feasibility with engineering.

UX/UI Designer

Oct 2022 – Mar 2023

Openforge LLC

- Designed and conceptualized high-fidelity UI elements and interactive interface components based on principles of visual consistency and usability.
- Created and managed scalable UI Kits and centralized design libraries in Figma, optimizing team workflows and ensuring design consistency.
- Developed complex visual assets (characters, backgrounds, and interactive elements), merging my illustration skills with interaction design to enrich the product experience.

UX/UI Designer

Oct 2021 – Oct 2022

PBA Media

- Structured and designed the UX/UI experience for e-learning platforms and courses, implementing intuitive flows focused on user retention and accessibility.
- Developed high-fidelity wireframes and interactive prototypes for mobile and web applications, validating navigation before the development phase.
- Programmed interactive modules in Articulate Storyline, integrating gamification mechanics to increase user engagement and interactivity.
- Created Motion Graphics pieces and character animations using Adobe After Effects, enhancing the visual narrative and dynamism of digital products.

UX/UI Designer & Illustrator

Mar 2020 – May 2021

Openforge LLC

- Designed the UX/UI experience for a mobile application and the frontend of a web CMS dashboard, prioritizing information architecture and cross-platform consistency.
- Created wireframes, user flows, and interactive prototypes to validate design iterations.
- Managed and validated design team tasks using agile methodologies (Scrum/Agile).
- Provided mentoring and training on design best practices and workflows to new team members and interns.

Freelance Illustrator

Mar 2018 – Mar 2020

Self-Employed

- Conceptualized and designed the layout and visual composition for editorial projects.
- Managed the production pipeline end-to-end, from the sketching stage through to the delivery of final artwork.
- Advised and collaborated directly with clients, guiding them through the creative process and ensuring alignment with their expectations and requirements.

Illustrator

Feb 2016 – Mar 2018

Corefo

- Developed visual content and illustrations adapted to specific editorial lines for educational materials and children's projects.
- Led and trained a team of illustrators, optimizing the production workflow and ensuring artistic consistency in high-volume deliveries.
- Designed the layout and graphic composition of school textbooks, ensuring proper visual hierarchy and readability.

Jr. Graphic Designer

Apr 2012 – Jul 2013

Sofa Rojo

- Conceptualized visual identities (logos), rebranding projects, and editorial graphic pieces for digital and print media.
- Executed advanced digital photo editing and retouching for campaigns and promotional materials.

SKILLS & TOOLS

Key Skills: UX Research, Usability Testing, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Design Systems, Responsive Design, Mobile-First Design, Design Thinking, Accessibility (WCAG), Agile/Scrum.

Tools: Figma, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe InDesign, Articulate Storyline, Zeroheight, Visual Studio Code, Antigravity/Kiro, Storybook

Front-End Development: HTML, CSS, JavaScript, React, Astro.

Languages: Spanish – Native | English – C1 Advanced

EDUCATION

Google UX Design Professional Certificate | Google

2023

Graphic Design | Pontificia Universidad Católica del Perú

2010 – 2016

Adobe Package Training for Graphic Design | Instituto Peruano de Arte y Diseño IPAD

2004