

JOSE MEDINA

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Senior Web Designer, UI/UX Designer, and Front End Developer with 16+ years of experience designing and building responsive digital experiences across higher education, enterprise, nonprofit, and corporate environments. Skilled at taking web projects from visual concept and UX planning through front end implementation using HTML, CSS, JavaScript, and CMS platforms including WordPress, Kentico, SharePoint, Shopify, and AEM. Experienced in developing reusable page templates, improving information hierarchy and usability, collaborating with back end developers, and translating brand systems into accessible, scalable web experiences.

CAREER HIGHLIGHTS

- Designed and developed responsive websites, landing pages, campaign pages, and reusable digital templates across enterprise, higher education, nonprofit, and commercial environments.
- Translated UX and visual design concepts into structured HTML, CSS, and CMS based experiences while maintaining responsive behavior and brand consistency.
- Created scalable page frameworks and reusable content patterns to support consistent digital experiences across multiple sections, audiences, and business units.
- Collaborated with developers, marketing teams, content owners, and stakeholders to take web projects from concept through implementation and launch.
- Improved website usability, information hierarchy, performance, accessibility, and content presentation across large scale CMS environments.
- Worked extensively with WordPress, Kentico, SharePoint, Shopify, AEM, HTML, CSS, JavaScript, Figma, Adobe Creative Cloud, Google Analytics, and Google Tag Manager.

DIGITAL DESIGN EXPERTISE

eCommerce & Digital

- eCommerce Creative
- Product Storytelling
- Product Detail Content
- Digital Merchandising
- Web & Campaign Design
- Email Creative

Social & Brand

- Paid & Organic Social
- Brand Systems
- Campaign Adaptation
- Typography & Hierarchy
- Image Composition
- Visual Storytelling

Visual Design

- Data Visualization
- Presentation Animation
- Slide Master Development
- Branded Presentation Systems

TOOLS & PLATFORMS

Presentation & Storytelling

- PowerPoint
- Keynote
- Google Slides

Design & Motion

- **Adobe Creative Cloud**
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Premiere Pro
 - Figma
 - Canva

UX & Prototyping

- Figma
- Adobe XD
- Zeplin

Web & CMS

- HTML
- CSS
- JavaScript
- WordPress
- Kentico
- Shopify
- Adobe Experience Manager (AEM)

Marketing & Analytics

- Salesforce Marketing Cloud
- Google Analytics
- Google Tag Manager
- Airtable
- **Collaboration**
 - GitHub
 - Jira
 - Microsoft Teams
 - Slack

PROFESSIONAL EXPERIENCE

Art Director | Senior Presentation Designer | Front-End Developer 03/2003 - Current

JEMEDINA Designs

- Designed and developed responsive websites, landing pages, digital experiences, and CMS based solutions for corporate, nonprofit, startup, and small business clients.
- Translated brand, business, and content requirements into user focused page structures, reusable components, responsive layouts, and front end experiences.
- Built and customized WordPress and WooCommerce websites using HTML, CSS, JavaScript, and platform specific tools.
- Collaborated with clients, developers, content teams, and technical partners from discovery and UX planning through design, development, testing, and launch.
- Created digital design systems, reusable templates, branded components, and scalable page patterns to improve consistency and production efficiency.
- Developed responsive front end solutions and reusable page components with HTML, CSS, and JavaScript, ensuring designs translated cleanly across desktop, tablet, and mobile experiences.
- Partnered with back end developers and technical stakeholders to troubleshoot implementation issues, refine CMS templates, and ensure design intent carried through to production.

Senior Designer

05/2024 - 10/2024

Harris County, TX (Contract)

- Directed full lifecycle design projects from concept to launch
- Advanced brand strategy and digital presence initiatives
- Delivered art direction to align visuals with strategic goals

Front-End Developer & Digital Designer

08/2021 - 05/2024

CITGO Petroleum (Contract)

- Redesigned and developed the corporate website on Kentico, improving UX, information hierarchy, responsive behavior, and brand consistency.
- Maintained and enhanced CMS based web experiences, implementing new features, content updates, front end improvements, and security requirements.
- Designed and built engaging email campaigns and customer journeys in Salesforce Marketing Cloud
- Created digital assets (websites, emails, presentations) and analyzed site performance
- Supported presentation and content development for marketing and internal communications initiatives

Web Production Specialist

02/2017 - 08/2021

National Multiple Sclerosis Society

- Developed user-friendly fundraising websites for multiple sclerosis events
- Maintained and updated foundation websites on the Kentico platform
- Optimized website design and code to enhance performance and reduce load times
- Managed logo usage and provided graphics editing support
- Collaborated effectively with cross-functional teams to achieve project goals

PROFESSIONAL EXPERIENCE (con't)

Marketing Manager & Senior Designer

08/2015 - 02/2017

NOVO Dia Group

- Designed and conducted user research for native and hybrid mobile applications
- Contributed to the strategy and development of mobile applications
- Designed and developed microsites for targeted marketing campaigns
- Improved and maintained the company website for optimal performance and user experience
- Managed and designed marketing touchpoints across online and offline channels
- Analyzed Google Analytics data, tracking website traffic and user behavior

Marketing Manager

09/2014 - 08/2015

SIRS Electronics

- Redesigned and developed the company website, transitioning it from B2C to B2B
- Managed and hired creative professionals, building high-performing teams
- Executed marketing campaigns across various mediums, including digital, print, and social media, to maximize brand reach and engagement
- Created and managed PPC advertising campaigns through Google AdWords

Senior Graphic Designer

02/2013 - 01/2014

ASPS

- Led member marketing campaigns and managed ecommerce operations to improve engagement and user experience
- Designed multi-channel marketing assets including annual reports, event catalogs, symposium materials, and sponsor advertising

Web Developer & Senior Designer

04/2011 - 02/2013

DePaul University

- Designed and developed university program websites and trackable digital communications supporting student, faculty, and academic audiences.
- Generated reports, managed redirects, and updated website content for accuracy
- Collaborated in the transition of the University's website to SharePoint, ensuring a smooth migration and minimal disruption to users

EDUCATION

DeVry University, Addison, IL - Associates in Electronics & Computer Technology