

JOSE MEDINA

630.957.8168 | jose@jemedina.com | jemedina.com

With 15 years of experience in UI/UX design and research, Front-End Development, Graphic Design, and leading cross-functional teams designing, creating, marketing, and managing enterprise websites, mobile applications, and software. My key strengths include strategic and creative thinking, strong verbal and written communication skills, and in-depth knowledge of web and mobile technology, UI/UX, and digital marketing.

ACCOMPLISHMENTS

- Email open & click-through rates increase by 65%
- Print design solutions, reducing 50% of errors, and finishing ahead of schedule
- Product sales increase by 65% with B2B site redesign
- Design & Development of hybrid and native mobile apps increasing mobile site usage
- Founded a marketing business that increased client revenues between 60% to 100%
- Streamlining users on Salesforce CRM

EXPERTISE

Programming & Software: Adobe Creative Suite, Figma, Sketch, Adobe XD, Kentico, Headless CMS, VS Code, HTML, CSS, SEO, SQL, Javascript, balsamiq, jQuery, PHP, .NET, XML, XSLT, GitHub, Code Kit, Remote Desktop, SharePoint, Sass, Bootstrap, WordPress, Salesforce, Jira, Asana, Google Analytics, Adwords, Tag Manager, Charts, Microsoft Office

Marketing & UX Methods: Market Research, Competitive Analysis, Content Marketing, A/B Tests, User Research, Information Architecture, User Interface Design, Interaction Design, Usability Testing, Interviews, Surveys, Personas, Scenarios, Storyboards, Flowcharts, Wireframes, Interactive Prototypes

PROFESSIONAL EXPERIENCE

Front-End Developer & Digital Designer

08/2021 - Present

CITGO Petroleum (Contract)

- Redesign and development of main Corporate Website, migrating to a modern framework, implementing a refreshed brand identity, and improving user experience
- Maintain and update internal and external websites and micro-sites, implementing new features and optimizing user experience to troubleshoot issues and ensure security compliance
- Design and crafting dynamic HTML emails and journeys that captivate audiences and drive engagement through Salesforce Marketing Cloud
- Design digital assets for websites, e-mails, and presentations
- Analytical analysis, A/B testing and site performance testing

Web Production Specialist

02/2017 - 08/2021

National Multiple Sclerosis Society

- Design and develop fundraising websites for Walk and Bike MS Events for all browser platforms
- Develop special Black Tie event websites for fundraising
- Maintain and update foundation websites on Kentico server
- Re-evaluate current site designs and code to enhance and reduce load times

PROFESSIONAL EXPERIENCE (con't)

Art Director | Designer | Web Developer

03/2003 - 08/2021

JMEDINA Designs

- Consultant for small and large business, creating marketing campaigns, website development, booth designs, videos, and various marketing materials:
 - McDonald's
 - DePaul University
 - ServiceMaster
 - Aramark
 - SIRS Electronics

Marketing Manger & Senior Designer

08/2015 - 02/2017

NOVO Dia Group

- UI/UX design & user research of native and hybrid mobile applications
- Strategy and mobile application development assistance
- Design & development of micro-sites
- Main company website improvements and maintenance
- Managed and designed all marketing touch points
- Data analysis through Google Analytics

Marketing Manger

09/2014 - 08/2015

SIRS Electronics

- Re-designed, developed, and transitioned company website from B2C to B2B
- Managed and hired creatives
- Managed marketing campaigns through various mediums
- Created PPC advertising through Google AdWords

Senior Graphic Designer

02/2013 - 01/2014

ASPS

- Created and managed marketing campaigns for member facing materials
- Maintained e-commerce product shop
- Designed annual reports, catalogs for plastic surgeon symposiums, booth designs, and periodical sponsor ads

Web Developer & Senior Designer

04/2011 - 02/2013

DePaul University

- Designed & developed program websites as well as trackable email campaigns
- Ran reports and managed redirects
- Website content updates
- Assisted in the transition of the University's website to SharePoint

EDUCATION

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