

Miguel Medina

Sr. Product Designer

Contact

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miguelmedina.design

Skills

Design

Interface Design
Interaction Design
Visual Design
Design Systems
Wireframing
Prototyping

Research

User interviews
User Personas
Affinity Mapping
Heuristic Evaluation
Usability Testing
Design Audits
Card Sorting
Journey Map
Service Blue Print

Software

Figma
Sketch
UsabilityTesting.com
Adobe Suite
Invision

Programing

HTML
CSS

Languages

Spanish (Native)
English (Fluent)

Education

Laureate International
Universities UVM

2008 - 2012

Licentiate degree, Graphic
Design

Workshops

UI/ UX Challenge workshop
Nearsoft - 2018

HCD Everybody Can Design
INC Monterrey - 2017

Working with Service
Blueprints Rocket space,
San Fransisco 2017.

Summary

I am a seasoned Senior Product Designer with over a decade of expertise in web and mobile design across diverse industries, including Healthcare, Clinical Trials, Online Learning, and Background Checks. My strengths lie in spearheading design initiatives, conducting workshops, establishing robust design systems, and enhancing overall user experiences.

Work Experience

Curebase • Senior Product Designer

April 2022- Present

As part of my role in Curebase as a Senior product designer I,

- **Led the successful implementation of the Curebase Design System (Focus UI)** through close collaboration with designers and engineers. Led initiatives ranging from defining design tokens to establishing, curating, and documenting component libraries (legacy & new), ensuring a seamless component implementation.
- **Designed and shipped a user-friendly SaaS scheduling experience** for CRC's using a design thinking approach. This initiative led to a notable decline in customer support tickets and streamlined task durations.
- **Conducted in-depth interviews sessions** with data managers gathering valuable insights, pain points, challenges, and workflow inefficiencies. Thoroughly analyzed the findings from user research to **strategically prioritize key touch-points in a journey map**. This process allowed us to discover key enhancements within Curebase EDC system, **shaping the trajectory of Curebase product roadmap**.

Lark Health • Senior Product Designer

Jan 2021 - Apr 2022

As part of my role in Lark health as a Senior product designer I,

- **Led and executed a strategic plan to establish the foundations of the Origin Design System at Lark**, including the implementation of design tokens and a robust Component Library for mobile and web. This effort brought results in the form of improved design consistency and component adoption, benefiting both our product and engineering teams.
- Worked in close collaboration with designers and engineers to **establish and execute accessibility color guidelines into Lark product features**. This initiative resulted in a significant enhancement of the user experience, particularly for individuals with disabilities.
- **Facilitated training workshops** for the Lark design team, on how to effectively **leverage the Origin Design System's** component library and design tokens. Additionally, emphasized the adoption of best practices in building new components following atomic design principles. These efforts reduced the time dedicated to creating and updating design assets.
- **Designed and launched an enhanced food logging experience** for Lark, simplifying the process of editing food entries and introducing a user-friendly feedback system to guide users during destructive actions. These initiatives led to a remarkable **92% increase in task completion rates and a substantial 25% reduction in customer support tickets** related to food logging.

Encora

May 2014 - Apr 2022

Encora is a digital engineering services company with global capabilities Specializing in next-generation software and digital product development

During my time at Encora, I worked with various product companies to enhance their design processes and design product features, consistently adhering to industry-leading design best practices.

Ferret • Lead Product Designer

Feb 2020 - Jan 2021

As part of my role in ferret as a lead product designer I,

- **Successfully developed and executed a UX strategy** for the Ferret app MVP, resulting in an enhanced onboarding, alerts filtering, and contact importing experiences for users.
- **Designed UI Mocks for the main MVP flows (Onboarding, Results, Notifications)** Ensuring adherence with the new Ferret brand guidelines, resulting in a cohesive brand image throughout the application.
- **Tested and validated initial assumptions** and collected valuable feedback, leading to a 25% reduction in usability issues. The result was an improved MVP ready for a successful market launch.

MDLive • Senior Product Designer

Feb 2018 - Jan 2020

As part of my role in MDlive as a Senior product designer I,

- **Created user flows and designed UI mocks** with the purpose of increasing user engagement and satisfaction for MDLives' iOS and Android applications.
- **Developed interactive UI prototypes**, providing stakeholders and users with a tangible representation of the app's user interface, facilitating the efforts of gathering feedback
- **Created interactive UI prototypes** to offer stakeholders and users a tangible representation of the app's interface. Facilitating the process of collecting valuable feedback and insights from both stakeholders and users.
- **Conducted guerilla testing and heuristic evaluations** to identify pain points within the Patient and Providers Web Portals, leading to the implementation of design UI solutions that improved the platform user experience.

AVAILMED Systems • Product Designer

Oct 2017 - Jan 2018

As part of my role in Availmed as a product designer I,

- **Led the complete redesign of Avail's app visual concept**, including an engaging and user-friendly Onboarding experience to facilitate user adoption and understanding of the product.
- **Established a comprehensive UI Style-guide** to maintain visual consistency and coherence across the product.
- **Conducted prototype validation** through user testing, gathering valuable feedback for iterative improvements.
- **Streamlined the development process** with effective development handoff, ensuring seamless implementation of design concepts into the final product.

ONLINE MARKETING INSTITUTE • UX/ UI Designer

Jan 2016 - Oct 2017

INDECOM Global • UX/ UI Designer

Sep 2015 - Feb 2016

Evolve Media • UI / Web Designer

Aug 2012 - May 2014