

Designer with 4+ years of experience combining strong visual design expertise with UI/UX, from discovery and ideation through developer handoff and implementation. Experienced in designing digital products, marketing websites, landing pages, and email campaigns, with the ability to adapt visual solutions to diverse industries, products, and brand identities.

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Portfolio: https://ada-medina.framer.website/ Behance: https://www.behance.net/adamedina3

Experience

Mid Sr. UI/UX Designer at Designli- Software Agency July 2025-May 2026

- Led discovery sessions (8) to translate early-stage startup for SaaS and Construction products ideas into intuitive digital products and high-fidelity prototypes, shaping MVPs for concept validation and investor funding.
- Created interactive prototypes with animation and micro interactions.
- Maintained design systems and UI kits using figma, creating scalable new components with auto layout, variants, and variables while ensuring brand consistency, accessibility, and visual quality.

Mid UI/UX Designer at Lynxlabs- Software Agency Jan 2025-July2025

- Redesigned web and mobile experiences for Geolocation and fintech products, identifying opportunities to simplify navigation and improve usability by reducing friction by 25%.
- Created user flows, wireframes, and interactive prototypes to explore and validate new features experiences.
- Built design systems from scratch in Figma, establishing reusable components by applying auto layout, variants and variables and scalable foundations and applying WCAG and accessibility for banking and financial products.
- Collaborated closely with developers, QA engineers, and product managers throughout developer handoff and design QA testing, ensuring accurate implementation and a high-quality final product.

Jr. UI/UX Designer at Hello Iconic- Software Agency Jan 2023-Dic 2024

- Developed visual UI concepts with clients brand guidelines for web and mobile products across fintech, SaaS, and other digital industries.
- Worked closely with developers, QA engineers, product managers, and designers to deliver scalable interfaces within Agile Scrum sprints.
- Applied visual UI concept to the design systems ensuring accessibility principles to maintain consistency across digital products.

Web & Graphic Designer at Hello Iconic- Software Agency Jan 2022-Jan 2023

- Collaborated with marketing and sales teams to develop targeted social media campaigns across Facebook, LinkedIn, and Twitter, producing and editing compelling videos, photos, and graphics
- Develop and execute targeted email campaigns using HubSpot, including newsletters and landing pages, aimed at increasing leads and driving growth in alignment with shared objectives.
- Managed the company's website with Webflow, focusing on improving user experience (UX) and search engine optimization (SEO), which resulted in higher visibility and engagement.

Education

Universidad Tecnologica Centroamericana UNITEC June 2015 - March 2020

Bachelor's Degree Graphic Design

Nouva Academia di Belle Arti, NABA Italy Nov 2015 - March 2018

International Certificate Program in Graphic Design and Art Direction

Skills

Languages:

Spanish (Native), English (B2 – Upper Intermediate)

Tools & Technologies:

Figma (Auto layout , Variants, Variables, prototypes and styles component libraries) , Adobe CC (Illustrator, Photoshop, After Effects, InDesign), Whimsical, Webflow,, Claude, Gemini

Design Skills:

Responsive Design, Atomic Design, UI Kits, Design Systems, High-Fidelity Prototypes, Accessibility, UX Research, Design with Ai

Professional Skills:

Cross-functional Collaboration, Agile Scrum, Stakeholder Communication, Continuous Learning

Certifications

Figma Prototyping: A deep dive for UX/UI Designer

Udemy, by christine moonlearning, 2024

Protopie Crash course 101

Protopie School, 2024

Foundations of User Experience (UX) Design

Coursera by Google, 2024

Webflow Certification exam 101

Webflow academy, 2023