



# ALEJANDRO MEDELLÍN

PRODUCT AND UX/UI DESIGNER

## CONTACT

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 alexmedellin.com

## SKILLS

### User Experience & Interaction Design

- Wireframing & Prototyping: Whiteboard sketches, wireframes, high-fidelity designs
- Responsive Design & Data Visualization: Crafting seamless desktop & mobile experiences
- Design Systems & UI Consistency: Ensuring scalable, component-driven design

### Cross-Functional Collaboration

- UX Research Integration: Partnering with researchers to drive user-centric design
- Front-End Development Collaboration: Working closely with developers to bring designs to life
- Stakeholder Engagement: Presenting and iterating designs based on business needs

### Tools & Technologies

- Design & Prototyping: Figma, Sketch, InVision, Adobe Creative Suite
- Front-End Knowledge: HTML, CSS, JavaScript, Bootstrap
- Agile Workflows: Jira, Confluence, Notion

## EDUCATION

### W3Cx: Introduction to Web Accessibility (WCAG and ALLY)

EdX

2025 - current

### UX Design Certificate

Google / Coursera

2022

### B.A in Digital Communications

### Universidad Iberoamericana

2018 - 2022

## PROFILE

Passionate Senior UX Designer with over 5 years of experience in enterprise UX/UI, data visualization, and interaction design for web and mobile applications. Adept at transforming complex workflows into intuitive experiences by blending user research, responsive design, and front-end collaboration.

## WORK EXPERIENCE

### Sr. UX / UI Designer

El Puerto de Liverpool 2022 - now

- **Designed & optimized UX for internal SaaS platforms**, used daily by thousands of employees, streamlining HR & logistics processes.
- **Developed scalable design systems**, ensuring consistency across web & mobile products.
- **Conducted usability testing & integrated research insights**, leading to a 90% improvement in usability metrics.
- Worked closely with **front-end developers** to implement design solutions that improved task efficiency.

### UX/UI Designer

Zion Transactional 2021 - 2022

- **Designed data-driven dashboards** to enhance business intelligence & reporting.
- Built interactive **prototypes & wireframes** to improve web-based application usability.
- **Collaborated with developers to ensure seamless UI implementation** across platforms.

### Web designer / UX jr.

Digital Dreams Group 2019 - 2021

- Developed a responsive e-commerce platform for a global motorcycle tire brand, driving \$300K MXN in monthly sales.
- Created more than 5 websites for clients using HTML, CSS and Javascript.

## LANGUAGES

Spanish (Native) and English (fluent)