

FRANCESCA MEDINA

Storyteller specializing in UX/UI design and development. I enjoy working through the entire pipeline, from conceptualization to implementation, to create immersive experiences and intuitive interfaces.

EXPERIENCE

Runtriz by Radius Networks

Senior UI/UX Designer and Developer

June 2018-Present

- Responsible for overall brand direction and visual design of our platform.
- Led the end-to-end design and development of web and native apps for high-profile hotels, resulting in a steady increase in user engagement and revenue.
- Championed user-centered design principles and iterated on wireframes and mockups for new features using Figma.
- Mentored and managed junior designers and interns, guiding them as they learned front-end development.
- Created and implemented a comprehensive design system and asset library for current and potential clients, resulting in a reduction in design lead time and an increase in design consistency across projects.
- Conducted user research and usability testing, leveraging user feedback to inform design decisions.

UI/UX Designer and Junior Developer

May 2016 - June 2018

- Spearheaded the design of innovative new features for our hotel platform.
- Utilized Ember.js and conducted extensive A/B testing and Fullstory analysis to implement new features that directly addressed the needs and pain points of our clients and users.
- Took ownership of the design and development of the company website.
- Led a complete UI overhaul of our platform, resulting in a more modern and intuitive user experience.

Graphic Design Intern

May 2015 - May 2016

- Conceptualized and created low and high-fidelity mockups for dynamic single page apps, utilizing user-centered design principles to ensure optimal user experience.
- Designed comprehensive brand guides for clients, providing them with a cohesive and professional visual identity.
- Developed and designed visually compelling booths for conferences.

SKILLS

Tools

Figma
Sketch
Photoshop
Illustrator
After Effects
Adobe XD

Design

Visual Design
Interaction Design
UI and UX Design
Web Design
Wireframing
Prototyping

Development

HTML + CSS
Javascript
React
React Native
Svelte
Lua
C#

Game Engine

Unity
Unreal
Godot
Löve

EDUCATION

University of California, Irvine

BS in Computer Game Science

2010 - 2014

CONTACT

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