

Meg Medina | Web & UI/UX Designer

Skilled and creative visual designer with extensive experience in web design, UI/UX, and graphic design. Proven track record of leading successful web design projects, optimizing user experience, and driving conversion rate improvements. Effective collaborator and mentor, committed to fostering growth and delivering effective designs.

CONTACT

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Boardman, OH
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PORTFOLIO

megmedinadesign.com

EDUCATION

BFA, Graphic + Interactive Design

Youngstown State University |
Youngstown, OH

AUG 2012–MAY 2017

- Summa Cum Laude
- 3.82 GPA
- Top-Scoring Portfolio for
Freshman Portfolio Review

SKILLS

Web Design, Adobe Creative
Cloud (XD, Photoshop, Illustrator,
InDesign, Premiere), WordPress,
Shopify, Google Analytics, Search
Engine Optimization (SEO),
Conversion Rate Optimization
(CRO), HTML/CSS Print Design,
UI/UX, eCommerce

PROFESSIONAL EXPERIENCE

Freelance Designer

JAN 2016–PRESENT

Meg Medina Design | Boardman, OH

- Designs print, web, and digital collateral for freelance clientele.
- Provides design consultations.

Web Designer II

JUN 2020–NOV 2023

OuterBox | Copley, OH

- Promoted from Web Designer to Web Designer II, reflecting exceptional performance and increased responsibilities.
- Led web design projects for numerous client websites, boosting conversion rates and search engine visibility.
- Collaborated cross-functionally to optimize and test client websites via web audits, heat mapping tools and A/B testing.
- Presented design rationale to colleagues and clients with clear and engaging presentations.
- Mentored and provided guidance to junior designers.

Marketing Specialist

JAN 2020–JUN 2020

YMCA of Youngstown | Youngstown, OH

- Optimized Youngstown Y's website, increasing membership sign-ups and improving user experience.
- Created impactful marketing materials via cross-collaboration with marketing team and department leads, elevating Y program visibility and attendance.

Graphic Designer

AUG 2017–DEC 2019

Turning Technologies | Youngstown, OH

- Designed, built, and maintained company marketing websites using WordPress and custom HTML/CSS, resulting in an increase in conversion rates and leads.
- Created print and digital marketing collateral for marketing team, sales team, and department leads.

Graphic Design Intern

JAN 2017–MAY 2017

Youngstown Design Works | Youngstown, OH

- Created brand identities, logos, and both digital and print marketing materials for local clients.
- Developed a style guide for the City of You initiative.