

Contact

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- 📍 Located in Oviedo. Spain

Skills

- UX UI Design
- Design Systems
- Accessibility / WCAG
- Design Ops
- UX Writing
- UX Research
- Graphic Design / Branding / Illustration

[Go to Graphic Design Portfolio >](#)

Certificates and education

2025

- **Digital Accessibility for UX/UI**
A11y Camp

2024

- **Design Systems**
Mr. Marcel School
- **Advanced UX Research**
Ux Learn - Torresburriel Estudio
- **UX Writing**
Mr. Marcel School
- **Design Ops**
Uxer School

2023

- **Certificate User Experience Design**
Google
- **UX UI Design**
CEI Design and Mkt School

2012

- **Illustration Certificate of Higher Education**
Oviedo School of Arts

2005 - 2010

- **Degree of Fine Arts**
Salamanca University

Language

English - B2.2 - Upper-intermediate

Spanish - Native

Japanese - JLPT N4

Reyes Fernández Medina

Senior UX/UI Designer

[My UX/UI Portfolio >](#)



About Me

For over 10 years, I worked in communication agencies, developing a strong sense of both digital and print design. Today, I fully enjoy my career in UX/UI Design, creating usable digital experiences that improve the user journey.

I'm passionate about learning something new every day and continue to train and grow whenever I can. As an illustrator, I've had the opportunity to publish five children's books.

Experience

- Oct 2022 - Today
Senior UX UI Designer | Contractor
[Keesing Media Group](#)
I currently work as UX UI Designer, improving the global brand's e-commerce experience and different digital products, as well as game apps and B2B portals.

I carry out the creation of flows, wireframes, prototypes, UI Kits, design systems, hand made illustrations and accessibility for Keesing's digital products.

I also review user behavior data in Hotjar to detect opportunities for UX improvements.
- 2017 - 2023
Design Team Leader · Head of Design
[Neozink](#)
As Head of Design my main task was to keep the team aligned, respecting quality standards and deadlines. In addition, I did not stop working as a designer and continued as a member of the team working on projects. I've used management tools like Intervals, Holded or Jira.
- 2013-2017
Senior Generalist Designer
[Neozink](#)
As a general designer I have worked in a wide variety of projects: Branding, Packaging, Campaigns, Social Media, Animations, StoryTelling, e-Commerce, Landing pages...
During this period I designed the website "[Fundación Oso de Asturias](#)", nominated for the AWWWARDS awards. Which, unbelievably, is still the same many years later (it's already a bit old-fashioned).
- 2011-2013
Junior Generalist Designer
[Platea Comunicación · Grey Partner](#)
During my journey at Platea, I learned to take my first steps in graphic design and printing. I also began my online journey with the website of the "Palace of Exhibitions and Congresses" winner of the Creasturias award.