

# Reyes Fernández Medina

Senior Product Designer | UX/UI, Accessibility & Design Systems



+34 636 767 528

Oviedo, Spain

reyesfernandezmedina@gmail.com

[reyesfernandezmedina.com](https://reyesfernandezmedina.com)

## Professional Summary

Senior Product Designer with 12+ years of experience in UX/UI, e-commerce, and B2B digital products. Specialized in accessibility, design systems, and end-to-end product design, combining visual craft with user-centered and data-driven decision making. Experienced in improving usability, conversion, and product consistency in international environments.

### Core skills

UX/UI Design

Product Design

Design Systems

Accessibility (WCAG)

Interaction Design

UX Research

AI

Illustration

Visual Design

Prototyping

Design Ops

Conversion Optimization

Information Architecture

## Experience

### Senior UX UI Designer | Contractor

Oct 2022 - Present

[Keesing Media Group](#)

Senior UX/UI Designer working on international digital products, e-commerce platforms, B2B portals, and gaming experiences for global audiences.

Responsible for end-to-end product design, including user flows, wireframes, prototyping, responsive interfaces, and scalable UI systems with a strong focus on accessibility and consistency.

Collaborates closely with cross-functional teams to improve usability, user journeys, and conversion through research insights, behavioral analysis (Hotjar), and data-informed design decisions.

Contributes to accessibility improvements, design systems evolution, and visual asset creation to ensure cohesive and inclusive product experiences.

UX/UI Design

Accessibility

Design Systems

Research and optimization

User flows

Illustration

### Senior UX/UI Designer | Accessibility & Inclusive Design

Sep 2025 - Present

[Raising the Floor](#)

Senior UX/UI Designer focused on accessibility and inclusive design for digital products and gaming workflows.

Responsible for creating accessibility documentation, visual frameworks, and practical implementation guides to support teams in integrating WCAG principles into product design and development processes.

Designed checklists, templates, and educational resources that help standardize accessibility practices and improve consistency across multidisciplinary teams. Collaborates with stakeholders to translate accessibility requirements into actionable design and development workflows.

Accessibility

WCAG

Visual Design

Documentation

UX Writing

Cross-functional Collaboration

### Head of Design / Senior Generalist Designer

2013 - 2023

[Neozink](#)

Led multidisciplinary design initiatives across digital products, branding, e-commerce platforms, campaigns, and storytelling experiences for a wide range of clients and industries. Combined hands-on execution with design leadership, overseeing creative direction, quality standards, and coordination across multiple simultaneous projects and stakeholders.

Responsible for end-to-end design processes including UX/UI design, visual systems, branding, illustration, motion graphics, and digital product experiences, ensuring consistency across all touchpoints.

Worked closely with cross-functional teams to define workflows, manage project delivery, and maintain alignment between business objectives and design execution. Creator of the design of the "Fundación Oso de Asturias" website, nominated for the AWWWARDS.

Art Direction

Leadership

Stakeholder Management

Project coordination

Design Operations

Visual Design

Experience (continued)

**Junior Generalist Designer**

2011 - 2013

[Platea Comunicación \(Grey Partner\)](#)

Worked as a multidisciplinary designer focused on graphic design, branding, print production, and early digital communication projects.

Contributed to the design and development of digital and visual materials across branding and web environments, supporting both conceptual and production phases of projects.

Participated in the design of the Palace of Exhibitions and Congresses website, awarded with the Creasturias prize.

UX/UI Design

Accessibility

Design Systems

Research and optimization

User flows

Illustration

**Freelance Illustrator / Editorial & Children's Books**

2010 - 2018

[Pintar Pintar Editorial](#) | [La Llama Editorial](#) | [Mr. Momo Editorial](#)

Worked as an illustrator on five published children's books exploring themes of neurodiversity and different cognitive and developmental profiles, including high abilities and autism spectrum conditions. Three of the books belong to the Superseda and Campanillo collection, while the remaining two are independent editorial works developed under the same thematic focus.

Contributed to visual storytelling, character design, and narrative development, translating complex and sensitive topics into accessible and engaging illustrations for children.

In addition, participated in the design and layout of several of the books, ensuring visual coherence between illustration, typography, and editorial composition.

Book Layout

Illustration

Storytelling

Character Design

Educational Illustration

Concept Development

**Education & Certifications**

2025

**Digital Accessibility for UX/UI**

A11y Camp

2024

**Design Systems Course**

Mr. Marcel School

**UX Writing**

Mr. Marcel School

**Advanced UX Research**

UX Learn - Torresburriel estudio

**Design Ops**

Uxer School

2023

**Google UX Design Certificate**

Google - Coursera

**UX/UI Design Course**

CEI Design School

2005-2012

**Higher Education Illustration Certificate**

Oviedo School of Arts

**Fine Arts Degree**

University of Salamanca, Spain

**Tools****Design & Prototyping**

Figma · Adobe CC

**Product & Analytics**

Jira · Hotjar · Intervals · Holded

**AI-assisted workflows**

Artificial Intelligent tools for ideation &amp; generation

**Languages****Spanish**

Native

**English**

Upper-Intermediate (B2)

**Japanese**

JLPT N4