Reyes Fernández Medina

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



+34 636 767 528 | Oviedo, Spain | reyesfernandezmedina@gmail.com | reyesfernandezmedina.com

Professional Summary

Senior UX/UI and Product Designer with 12+ years of experience across digital products, e-commerce, B2B platforms, and visual design. Specialized in end-to-end UX/UI design, user flows, wireframing, prototyping, responsive interfaces, design systems, and digital accessibility (WCAG). Combines user-centered problem-solving with strong visual design skills to create clear, consistent, and inclusive digital experiences. Proven background in design leadership, cross-functional collaboration, and visual communication.

Core skills

UX/UI Design | Product Design | Design Systems | Accessibility (WCAG) | Interaction Design | UX Research | Conversion Optimization | Information Architecture | User flows | Prototyping | Design Ops | Illustration | Visual Design | Design Leadership | Project Management | Quality assurance | Client Collaboration | End-to-end Design | AI

Experience

Senior UX UI Designer | Contractor

2022 - Present

Keesing Media Group

- Led end-to-end UX/UI design across a diverse portfolio of international B2B and B2C digital products, including puzzle platforms, mobile apps, gaming experiences, and multi-brand e-commerce products, acting as the sole designer across these product areas.
- Took product experiences from requirements and early concepts through user flows, information architecture, wireframes, prototypes, responsive UI design, visual design, and final delivery, ensuring consistency and quality throughout the design process.
- Created and evolved scalable design systems, UI kits, and reusable components across products and brands, establishing consistent patterns and supporting more efficient and maintainable design workflows.
- Designed and refined e-commerce experiences, including multi-brand platforms and checkout journeys, considering usability, user needs, business requirements, brand consistency, and conversion opportunities.
- Designed responsive digital experiences across web and mobile, adapting layouts, interactions, components, and visual systems to different devices, screen sizes, and product requirements.
- Worked closely with Product, Development, Marketing, and other stakeholders to translate business and product requirements into clear, accessible, and consistent user experiences.
- Reviewed and improved accessibility across digital products, incorporating WCAG considerations into UX/UI design and identifying opportunities to create more inclusive experiences.
- Used behavioral analytics tools, including Hotjar, to explore user journeys, identify usability issues, and inform opportunities for product and conversion optimization.

Senior UX/UI Designer | Accessibility & Inclusive Design

2025 - Present

Raising the Floor

- Create accessibility documentation, visual frameworks, guidelines, and practical implementation resources for digital products and gaming workflows.
- Develop checklists, templates, and educational resources that help multidisciplinary teams integrate WCAG principles into design and development processes.
- Translate accessibility requirements and WCAG principles into clear, practical guidance for designers, developers, and other stakeholders.

Head of Design / Senior Generalist Designer

2013 - 2023

Neozink

- Combined hands-on UX/UI, visual, and graphic design with creative direction, establishing design concepts, visual languages, quality standards, and consistent brand experiences across digital and offline touchpoints.
- Led and coordinated design teams across multiple concurrent projects, organizing workflows, distributing tasks, reviewing design work, and ensuring quality, consistency, and timely delivery.
- Managed client relationships throughout the design process, presenting concepts and solutions, gathering and incorporating feedback, managing expectations, and translating business and communication requirements into effective design outcomes.
- Oversaw end-to-end design processes spanning UX/UI, digital product design, visual systems, branding, graphic design, campaigns, illustration, motion graphics, and other communication materials.
- Contributed to creative and strategic direction across campaigns and brand initiatives, adapting visual concepts and design systems to different formats, channels, audiences, and communication needs.
- Designed the Fundación Oso de Asturias website, nominated for an Awwwards award.

Experience (continued)

Junior Generalist Designer — 2011 - 2013

Platea Comunicación (Grey Partner)

- Created graphic design, branding, and print materials, supporting projects from concept development through production.
- Contributed to digital communication and website projects, including the design of the Palace of Exhibitions and Congresses website, recognized with the Creasturias prize.

Freelance Illustrator / Editorial & Children's Books — 2010 - 2018

Pintar Pintar Editorial | La Llama Editorial | Mr. Momo Editorial

- Illustrated five published children's books exploring neurodiversity and different cognitive and developmental profiles.
- Developed characters and visual narratives to communicate complex and sensitive topics through accessible illustrations.
- Contributed to book layout and editorial design, maintaining visual coherence across illustration, typography, and composition.

Education & Certifications

2026

Continuous Professional Development
Shift+R — UX/UI, Product Design & Design Trends

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 Educartion 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 & generation

Languages

Spanish
Native

English
Upper-Intermediate (B2)

Japanese
JLPT N4