

# ANSELM MEDINA

## VISUAL DESIGNER - UI/UX



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www.anselmmedina.com

I'm a visual designer and Ui/UX designer with 9+ years of experience. I'm a versatile person with well-rounded skills.

## SKILLS

Graphic Design  
**UI/UX Design**  
Web development  
**Illustration**

Photoshop  
Illustrator  
InDesign  
Premiere pro  
After Effects  
Sketch  
**Figma**  
HTML  
CSS  
**React**  
3ds max  
Blender  
Articulate - Storyline

## EDUCATION

**2004**  
**Adobe Package Training for Graphic Design**  
Peruvian Institute of Art & Design IPAD

**2010 - 2016**  
**Graphic Design**  
Pontificia Universidad Católica del Perú  
-Bachelor Degree-

**2023**  
**Google UX Design Professional Certificate**

## LANGUAGES

**Spanish - Native**

**English - Fluent**

## EXPERIENCE

### Freelance

Mar 2023 - Present

- UX design for web and mobile apps
- UI elements for mobile apps
- Illustrations for children books
- 2d game assets

### UX / Visual Designer - Openforge LLC

Oct 2022 - Mar 2023

#### Startup Wars - Simulation Educational Game

- Designed UI elements
- Designed assets (characters, backgrounds, etc)
- Designed and Managed a design system for Figma

### E-Learning Designer - PBA Media

Oct 2021 - Oct 2022

- Designed templates and assets for e-learning courses
- Programmed e-learning courses on Storyline with gamification elements
- Animated videos on After Effects
- UX/UI design for web applications
- Wireframes designs
- Prototypes for web/mobile applications

### UX / Visual Designer - Openforge LLC

Mar 2020 - May 2021

#### Startup Wars - Game

- Developed concept art of characters
- Illustrated environments, character art and interactive elements
- Illustrated art for promotional purposes
- Developed and managed 2d art assets from creation to integration
- Designed HUD elements
- Designed UX and UI elements for registration page and Host user Dashboard on Web
- Animated character sprites
- Assisted in develop concepts for game logic and mechanics
- Designed prototypes, user flows, and high-fidelity designs
- Assisted in managing and validating tasks
- Mentored design Interns in best practices

### Illustrator - Freelance

Mar 2018 - Mar 2020

- Illustrated art for children's books
- Designed layouts for children's books
- Managed pipeline of children's book illustrations from sketches to final pdf file
- Worked directly with clients, advising and guiding them through the process of creating their books

### Illustrator - COREFO

Feb 2016 - Mar 2018

- Illustrated art for children's books
- Managed pipeline of children's book illustrations from sketches to printed final product
- Designed Layouts for school texts
- Managed a team of illustrators and trained them on the pipeline of children's books

### Jr. Designer - Sofa Rojo

Apr 2012 - Jul 2013

- Designed logo and re-branding of company
- Designed logo for magazine
- Design Layout and graphic assets for magazine
- Illustrated art pieces for magazine
- Edited photos for promotional purposes