

Aleksandra Medina

Product Designer

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An interactive media student specializing in web development, graphic design and visual identity, I have traveled from Asia to North America, from the Middle East to Europe for work and studies. Interested in building tools that are both functional yet aesthetically pleasing, where I can combine my analytical skills with my keen sense and skill set for design.



Brand Strategy

Javascript, html, css

Adobe Creative Cloud

Prototyping / UX design

Latvian native

Swedish native

English full proficiency

Russian intermediate

New York University

● New York ● Abu Dhabi ● Shanghai ●

*BA in Interactive Media and Technology
minor in Applied Mathematics*

PR & Social Media Assist.

Issa PR

2020

Issa PR is an award winning luxury boutique PR agency headquartered in New York and London.

client acquisition-campaign execution-research-social media-writing

Notable clients

- Warner Music (strategic partnerships)
- Amy Winehouse Foundation (exclusive art exhibit)
- Monument (brought on one of the company's largest current clients)

Design Intern

Rho, Shanghai

2020

RHO is an aesthetic experience laboratory, where form, concepts, user experience, motion, images, sound, and interactivity, converge.

storyboards-illustration-motion graphics-visualization-3D modeling

Design Assistant

New York University AD

2019

Development of a concrete communications strategy and visual identity. Assisting with marketing projects, specifically in graphic design.

Adobe Creative Suite-infographics-content creation

Brand Strategist

White Label

2018

White Label is a brand strategy company working hand-in-hand with McCANN Riga.

brand strategy-client pitching-campaign planning-wireframe planning

Notable clients

- The City of Valmiera
- LIAA (Investment and Development Agency of Latvia)

Graphic Design Assistant

New York University AD

2018

Working closely with the Design and Brand team performing design tasks that support NYUAD in both online and offline communications.

Adobe Creative Suite-design systems-university identity

Development Assistant

Guggenheim Abu Dhabi

2017

Collaborated with the Guggenheim Abu Dhabi team to present an exhibition to be exhibited at the first Guggenheim in Abu Dhabi.