

## Contact

### Phone

509-790-8554

### Email

erica-medina@live.com

### Portfolio

<https://www.behance.net/ericamedina4>

## Education

2024

### UX Design

Career Foundry, Berlin

2019

### Pre-Nursing

Highline College, Des Moines WA

2011

### Cosmetology

Glen Dow Academy, Spokane WA

## Expertise

- UI/UX
- Wireframes
- Storyboards
- User Flows
- Canva (Presentations, Design)
- Marvel (Prototyping)
- Figma (Design, Prototyping)
- Adobe XD (Design)
- Optimal Workshop (Research)
- Usability Hub (Research)
- Slack (Collaboration)
- Group Therapy
- Human Behavior Observation
- Teamwork
- Problem-solving
- Sales
- Business
- Squarespace
- Meevo

## Language

English

Spanish

# Erica Medina

## UX Designer

On a mission to bridge the gap between psychology and design. With a strong background in psychology, I've developed a unique skill set in understanding human behavior and cognitive processes, allowing me to read and understand people's minds figuratively.

## Experience

### 2022-2023

Career Foundry, Berlin

#### UX Design Student

- Revamped user experience by integrating intuitive design elements, curated visual content, and orchestrating app development. Employed rigorous user research and in-depth user analyses with over 30 usability test participants to drive iterative enhancements, fostering an interface that seamlessly aligns with user needs and behaviors.
- Acquired proficient command of Figma for wireframing and prototyping, honed user communication techniques through in-depth face-to-face interviews, and refined data collection methodologies using Optimal Workshop feedback mechanisms. These experiences reinforced a comprehensive approach to user-centric design practices.
- Created prototypes based on specific needs (like speed or detail) to solve problems, with guidance from senior team members. Assists in presenting to teams or customers to gather feedback and grasp user requirements. Utilizes various digital and physical tools to showcase designs and understand user needs. Ensures prototypes align with the company's brand and guidelines.

### 2021-Present

VA Puget Sound Healthcare System, Seattle

#### Psychiatric Technician (7 West Inpatient Psychiatric Unit)

- Functions as a member of the Multidisciplinary Team and assists the Nurses, Psychiatrists, Psychologists, patients' family, and Social Workers in the care of Veterans with Acute and Chronic Mental Health needs, including observing, recording, and reporting changes in their behavior, and providing reassurance and encouragement.
- Specializes in intense problem-solving and de-escalation methods for unit safety, with a unit containing up to 25 patients at a time.
- Provides therapeutic communication with Veterans in order to create a safe and healthy environment.
- Continuously receive feedback from colleagues and managers in order to improve skills as a staff member.
- Serves as an experienced leader in training staff how to use certain safety equipment such as Oxygen tanks and Glucometers annually.

### 2015 -2021

Bella Red Salon, Federal Way

#### Senior Stylist

- Established strong rapport with hundreds of diverse clients, ensuring their satisfaction through personalized service delivery.
- Maintained sanitized workspaces, demonstrated precision in color mixing using chemistry, and meticulously recorded hundreds of customer preferences.
- Managed phone inquiries, advised on styles, and scheduled appointments via Squarespace and Meevo systems, showcasing strong communication skills and customer interaction on a daily basis.
- Digital Engagement: Leveraged social media for service promotion, engaging potential clients and showcasing expertise. Increased revenue by 40% over 3 years of social media engagement.
- Analyzed customer needs for tailored service provision, considering hair texture, history, and preferences.
- Mentored stylists, instilling principles of excellent customer service and leadership.

## Reference

### John Farris

Assistant Nurse Manager, VA  
Puget Sound Healthcare System

Phone: 520-307-1482

Email: john.farris@va.gov

### Kristin Speakman

Salon Owner, Bella Red Salon

Phone: 425-280-2074

Email: kristin@bellaredsalon.com