

Luis Medina Triana

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Design Strategist & Front End Developer with 4+ years of experience in web design. Eager to develop and implement innovative responsive designs across multiple platforms and frameworks. In search of challenging opportunities that can further my professional development in web management.

EXPERIENCE

LaGuardia Community College
Front End Developer

Long Island City, NY
02/2013-Present

Programming

- Providing maintenance for and design enhancements for [LaGuardia's website](#) using HTML, CSS, JavaScript, Bootstrap and Ektron widgets. The site averages about 1.5 Million users and 26 Million page views annually.
Produced high-quality ["Summer in the City"](#) landing page, which optimized user experience that garnered more than 7,000 page views and a bounce rate of 0.23% in the first month.
- Ensuring the website is comprehensive, up-to-date, and easily accessible for students, faculty and staff, and supporters and friends.
- Solid experience in creating wireframes, storyboards, user flows, process flows and site maps.
- Improving and tracking user interface across the website and social media to increase user experience and engagement.
Enhanced the responsiveness for promotional ["CUNY Month"](#) site, which improved the user-friendliness and quality of the site across different devices.

Design

- Maintaining branding and graphic standards throughout the website by advising and developing graphics and visual illustrations that are representative to the school.
- Responsible for the design of wireframes, mockups and prototypes for the transitional [redesign of LaGuardia's website](#) using design and prototyping tools such as Lucidchart, Adobe Fireworks and UXPin.
- Designing and optimizing monthly LaGuardia Community College President's digital newsletter using Mailchimp, HTML and CSS.
- Producing and designing print material, including infographics, postcards, banners, badges, brochures, etc.
Collaborated on the creation and design of promotional ads for the ["Dare to Do More"](#) campaign that was advertised on local newspapers and the MTA.

EDUCATION

Major: Digital Marketing BBA

2013-2016

Minor: Graphic Design

Baruch College, Zicklin School of Business

New York, NY

SKILLS

- **Front-end Skills:** Ektron-CMS, Bootstrap, WordPress, HTML, CSS, JS, SEO, SEM, AdWords and Analytics
- **Design skills:** UI, A/B testing, User Testing, Photoshop, InDesign, Illustrator, and Bridge
- **Software/Platform Skills:** Mailchimp, Constant Contact, Acrobat, Microsoft Office, Lucidchart, and UXPin.
- **Social Media:** Facebook, Twitter, Vimeo, Flickr, Snapchat, and YouTube
- **Languages:** Excellent interpersonal and communication skills in English and Spanish