

Nelson Medina

Product Designer

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Professional Summary

Product Designer with 5+ years designing complex, scalable digital products across hospitality and enterprise systems. Known for translating ambiguous problems into intuitive, high-impact experiences and collaborating deeply with engineering and product to ship end-to-end solutions.

Experience

Product Designer

Hyatt Hotels Corporation (Remote, HQ Chicago, IL), AUG 2021 – OCT 2025

Designed end-to-end experiences across enterprise tools and guest-facing platforms, simplifying complex systems into scalable, user-centered solutions.

- Led design for **HotSpot 2.0**, unifying web OSU and captive portal flows into a cohesive connectivity experience across devices and platforms
- Translated complex authentication and network logic (OAuth, PMS, tiered access) into **clear, intuitive user journeys**
- Designed **Titan**, a 0→1 enterprise authoring tool, redefining workflows for structured data across 1,400+ properties
- Improved navigation, hierarchy, and task efficiency for high-volume content teams managing complex datasets
- Conducted user interviews, usability testing, and workshops to inform **product strategy, MVP definition, and feature prioritization**
- Created high-fidelity prototypes and system-level flows to align stakeholders and accelerate development
- Partnered cross-functionally with product, engineering, legal, and accessibility teams to deliver **scalable, compliant solutions**
- Applied systems thinking and interaction design to simplify ambiguity and deliver consistent experiences across multiple surfaces

Freelance UX Designer

Seventh.ai (Client) — IP Registration Platform, OCT 2020 - NOV 2020

Designed end-to-end MVP workflows, dashboards, and onboarding for a SaaS startup.

Hospitality Professional

Marriott International, Hilton Worldwide (Fort Lauderdale, FL), JUN 2014 – MAR 2020

- Gained deep insight into user needs, expectations, and service workflows—later applied to designing intuitive digital experiences.

Education

Intro to AI Product Design

ELVTR (2023)

User Experience Design Immersive

General Assembly (2020)

AAS, Marketing Management

Broward College (2007)

Skills

UX & Research

User Flows, Journey Mapping, Usability Testing (moderated/unmoderated), Heuristic Evaluation, Information Architecture, Accessibility (WCAG 2.1), Problem Framing, Research Synthesis

Product & Interaction Design

Mobile-Native (iOS HIG, Material Design), Responsive/Adaptive Design, Interaction Patterns, Microinteractions, Error Handling, Design Tokens, High-Fidelity Prototyping

Systems & Enterprise Design

Design Systems, Atomic Design, Component Libraries, Complex Workflow Design, Scalable UI Frameworks, Multi-Platform Consistency

Tools & Technology

Figma (Auto-Layout, Variants, Tokens, DevMode), FigJam, Adobe CC, Storybook, Jira/Confluence, UserTesting, Basic HTML/CSS/JS awareness

Collaboration & Process

Agile, Cross-Functional Workshops, Stakeholder Alignment, Design Critique, Documentation, Executive Presentation

AI-Augmented Design

ChatGPT-assisted ideation, Research synthesis, Rapid concept exploration

Languages

English, Spanish