Charles Messina

Product Designer

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Experience

Web Product Designer and Developer

The RK Group
San Antonio, TX
Apr 2024 - Present

- Migrated and Launched eCommerce site for Illusions Rentals Company, using WordPress with WooCommerce
- Created Design System for eCommerce website
- Increased online site traffic by 30% by moving from Shopify to WooCommerce, increased engagement by 85%
- Collaborate with Studio team to deliver assets needed for websites
- Create cross-department processes for updating products data and images
- Develop, Design, and maintain 12+ unique websites under The RK Group Company

Interactive Web Designer

AMD
Austin, TX
Feb 2022 - June 2023

- Worked with internal web team on corporate website
- Designed and layouts for products and internal web pages
- Developed images and assets for projects and web pages
- Made design decisions for migration to new platform with the UX team

UX/UI Designer

Chocolate Milk & Donuts
Austin, TX
Mar 2019 - Feb 2022

- Led Design and Launched "Trail Explorer App"
- Created, user tested and deployed designs for app
- Collaborated with App Developers for asset handoffs
- Interfaced with Clients on milestone meetings and integrated feedback to enhance designs

Education

BFA in Communication Design
Texas State University
2018

Skills

UX UI Design	Figma
Graphic Design	Adobe XD
Web Design	Adobe Creative Suite
Web Development	Google/Office Suite
Project Management	HTML, CSS, JS, PHP, SQL
VR AR Design	Asana