

# RICARDO MEDINA

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## SUMMARY

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Design engineer and product builder — 19 years taking ambiguous, early-stage technology from concept to shipped, commercialized, award-winning product. I design end-to-end (UX/UI → front-end) and build it in TypeScript, React, and Next.js on Vercel, using AI-native development (Claude Code, Cursor) to move from idea to live, polished UI fast. Currently designing, engineering, and shipping the.garage — an AI-native operating system for startups — hands-on to production. Earlier: launched a streaming platform that hit #1 with 400,000+ paid subscribers in its first year, built a product-and-engineering firm to UK Start-Up of the Year, and helped bring frontier products to market for Meta, Verizon, Salesforce, Amazon, Magic Leap, and the Smithsonian.

## NOTABLE HIGHLIGHTS

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- **Designs and ships, end-to-end.** Using AI-native development (TypeScript / React / Next.js on Vercel), I designed, built, and deployed a large portion of the.garage — from concept to a live product.
- **Commercialization track record.** Launched a #1 app with 400,000+ paid subscribers in year one and redesigned healthcare workflows that scaled nationally and generated revenue.
- **Comfort at the technical frontier.** Helped launch Magic Leap One and embed AI-native workflows through discovery and delivery — operating at the edge of technical feasibility.
- **Credibility and disciplined execution.** Award-winning work (UK Start-Up of the Year, Webby '26, FWA, Awwwards 7x) and co-creator of a UI/UX curriculum ranked #10 in the world — repeatable, rigorous delivery.

## EXPERIENCE

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### Co-Founder, the.garage

Oct 2025 - Present | Nashville, TN · Remote

- Designed, engineered, and shipped a production AI-native “startup OS” — a multi-venture workspace with milestone roadmaps, AI task prioritization that explains its reasoning, chat-based work sessions, a knowledge library, and team/CRM views.
- Built the front-end hands-on in TypeScript, React, and Next.js on Vercel (concept → UX/UI → front-end → deployed) using AI-assisted development — turning an R&D concept into a working, deployed system.
- Own product vision and brand alongside an operating co-founder, with AI embedded throughout both the product and the build process.
- Applying frontier AI to how early-stage teams plan, prioritize, and execute — the shipping velocity needed to deliver against a funded SBIR/STTR R&D plan and carry the technology to market.

### **Partner, Format-3**

*Mar 2023 – Oct 2025 | Nashville / London · Remote*

- Built the firm from zero to UK Start-Up of the Year and 2025 Digital Innovation Agency of the Year; Webby, FWA, Awwwards (7x), and CSS Design Awards winner.
- Launched a streaming platform in under three months — #1 app at launch with 400,000+ paid subscribers in year one.
- Designed and shipped product and front-end across healthcare, fintech, and entertainment for Fortune 500s and VC-backed founders.
- Redesigned core healthcare workflows, cutting clinician admin time and unlocking nationally scalable, revenue-generating growth for clients.
- Embedded AI-native workflows from discovery through delivery across a distributed team in London, Nashville, Europe, and South America.

### **Adjunct Professor & Guest Speaker, Fashion Institute of Technology**

*Jun 2020 – Aug 2023 | New York City Metro · Hybrid*

- Co-created FIT's UI/UX Master Certification and UI Design Certificate Program — curriculum ranked #10 in the world by The One Club — still in use today.
- Mentored students on UX/UI best practices, user-centered design principles, and modern tooling.

### **Independent Consultant (Hunt Distilled), Self-employed**

*2007 – Present | Remote*

- 19+ years advising and shipping for teams at Amazon, Microsoft, Facebook/Instagram, Salesforce, Samsung, Goldman Sachs, Sony, and Magic Leap.
- Helped launch Magic Leap One, reframing how the industry approached mixed reality.
- Designed the Smithsonian Channel app — featured by Apple on the App Store homepage and Entertainment category; 5-star rated at launch.
- Mentor for Springboard (Fortune's #6 UX/UI bootcamp, 2024); mentees placed at YouTube, Apple, and Nike.

### **Senior User Experience Designer, Fantasy**

*Aug 2021 – Jul 2023 | New York City Metro · Remote*

- Shipped consumer experiences across web, mobile, and app for Amazon, Salesforce, Mars, Banfield Pet Hospital, and Cinépolis.
- Worked at the intersection of AI, product strategy, and human-centered design while maintaining brand consistency across digital touchpoints.

### **Sr. Experience Designer, R/GA**

*Nov 2018 – Jul 2021 | New York City Metro · On-site*

- Delivered UX/UI design for Fortune 100 clients including Meta, Verizon, and Samsung.
- Collaborated with product managers, developers, and creatives to ship enterprise-scale platforms and consumer experiences used by millions.

### **Senior UX Designer, DOOR3**

*Oct 2014 – Oct 2017 | Greater New York City Area · On-site*

- Cut a critical workflow from 105 steps to 59 and reduced run time by ~2 minutes — saving an estimated 200,000+ hours annually.
- Lifted component satisfaction 45–70% with new enterprise software; partnered with C-level executives, SMEs, analysts, and developers under agile/lean methods.

## **EDUCATION & CERTIFICATION**

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Fashion Institute of Technology — Graphic Design major, Film minor, Magna Cum Laude

SUNY Westchester Community College — Visual Communication

User Interface (UI) Design Certified Faculty, FIT (2020)

## **MOST RECENT RECOGNITION**

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Webby, People’s Voice Winner, 2026 · UK Start-Up of the Year, 2025 · Digital Innovation Agency of the Year, 2025 · FWA · Awwwards (7x), 2024–2025

## **CORE STRENGTHS**

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Creative Vision · Product Strategy · AI-Native Product Design · 0→1 Product & R&D · Front-End Engineering (TypeScript / React / Next.js) · AI-Native Full-Stack Delivery · Applied AI / LLM Integration · Design Systems · Bilingual (English / Spanish)