

Geoff Nori

Creative Director · Senior UI/UX Designer · Front End WordPress Developer

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SUMMARY

Creative Director and Senior UI/UX Designer with 15 years at MEDL Mobile, designing more than 100 mobile apps, web apps, responsive websites, and games, including tablet software that controls 30+ VR headsets at once, a wearable sprint-timing app, and scheduling and logistics platforms. I lead teams of 4+ designers, build Figma design systems that developers can implement cleanly, and build the WordPress sites I design in Elementor, often solo from first mockup to launch.

PROFESSIONAL EXPERIENCE

MEDL Mobile, Irvine — Creative Director, Sr. UI/UX Designer, Front End WordPress Developer 2016 – Present

- Manage design teams of 4+ designers; lead client discovery and stakeholder presentations.
- Architected 10+ scalable Figma design systems with tokens, auto layout, and shared libraries.
- Front-end development of 10+ WordPress websites in Elementor with custom CSS.
- Bridge design and engineering with realistic, code-aware UX specifications and edge-case documentation.

SELECTED PROJECTS

- **Dreamscape Learn** — Sole designer (with 1–2 developers and a PM per product) on the **Cart Manager**, a tablet app built into a mobile cart that monitors and controls 30+ VR headsets (battery and connection status, synchronized content, spares, and troubleshooting); the **Control Center** scheduling and reservation web app; the **Resource Manager** for routing mobile VR pods; and the student **Guidebook** with a 3D map built in Spline. All shipped.
- **Dreamscape Immersive** — Website, ticketing, and guest-facing iPad check-in kiosks for VR venues. Shipped.
- **Toyota NDA** — User flows and UI components for the OneKey feature in the Toyota app (smartphone-to-vehicle pairing and keyless access), within a large cross-functional team.
- **JAWKU** — Information architecture, wireframes, and iOS and Android UI for a wrist-worn sprint sensor: Bluetooth pairing and reconnect states, drills, hundredth-of-a-second results, and firmware updates. Shipped.
- **cytd.[ai]** — UX/UI for an AI SEO platform that turns layered data into a clear dashboard; designed and built the 2.0 website in WordPress; wrote, acted in, composited, and scored a TV and mobile commercial.
- **Xumo, iNEGU** — UI/UX for a short-form video app and a nonprofit video-encouragement app, both shipped on iOS and Android.
- **CardieX, Dollr, TextProtect, UTA** — Concept smartwatch and companion app for vascular health data; fintech design system (mentoring a supporting designer); a safety app's device pairing flow; a client management app for United Talent Agency.

WORDPRESS / ELEMENTOR BUILDS

- **NexGen Digital** (designed and built solo, under 120 hours), **Singleton Foundation** (under 80 hours), and **Feeding Westchester 2.0** (rebuilt in Elementor's Atomic system in about 90 hours, consolidating 30+ pages and migrating 200+ posts).
- **Patient.com** — Front-end build of six pages in four days in Elementor's Atomic editor, with 80+ global classes and custom scroll, carousel, and lightbox code so others can keep editing it.
- **Nori for Elementor** — A free plugin (82 global classes, 30 variables, 18 modules) and showcase site, designed and built with AI assistance.

MEDL Mobile, Irvine — Sr. UI/UX Designer 2013 – 2016

- Designed end-to-end mobile and web products across iOS, Android, and the web.
- Created high-fidelity motion proof-of-concept videos in After Effects to demonstrate interactions and transitions.
- Collaborated directly with developers on complex layout constraints and MVP prototyping.
- Game design and UI/UX for **Boxhead 3D** and **Coco's Fro Patrol** (both released on iOS), working in Unity on UI, animation, effects, and 3D environments.
- Rebranded MEDL Mobile and designed its B2B web presence.

MEDL Mobile, Irvine — UI/UX Designer

- Created wireframes, user flows, and high-fidelity UI assets for consumer mobile apps.
- Designed branding, iconography, and visual identities.

2011 – 2013

TOOLS

Design: Figma, Sketch, Photoshop, Illustrator, InDesign, OmniGraffle, Lottie

Motion & 3D: After Effects, Spline, Blender, Maya, Unity

Development: WordPress, Elementor (Atomic editor), HTML, CSS

Audio & AI: FL Studio, Midjourney, Veo 3, Flow, Gemini

EDUCATION

B.S. in Visual and Game Programming — The Art Institute of California, Orange County (Santa Ana, CA)

2008 – 2011