



Cynthia Martínez

UX/UI Digital Products Designer

I'm a digital product and interface designer dedicated to solving user experience challenges with tailored, effective solutions. My approach emphasizes creating interfaces that are both functional and visually appealing, ensuring every client's journey is seamless and enjoyable.

With a strong belief that simplicity is born from clear focus and purpose, I strive to transform complex ideas into intuitive designs. Over the past 8+ years, I have successfully delivered more than 100 projects, contributing to impactful and meaningful user experiences.

Contact me

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 cynthiaespinal.com

Work Methodology

Research

User and Market Analysis
Persona Creation
User Journey Mapping
Problem and Opportunity Definition

Figma
Adobe XD
Sketch
Adobe Illustrator
Adobe Photoshop
FlowMapp

Design

Low and High Fidelity Wireframes
User Centered Design Principles
Design System Creation
Continuous Iteration

Miro
Notion
Trello
DevOps
Web Builders
WordPress

Prototyping

Interactive Prototypes
User Testing
Iterations Based on Feedback
Stakeholder Validation

InVision
Google Analytics
Hotjar
Maze
SurveyMonkey

Portafolio



Peek
inside

Experience

- Jul. 2021 - Present 3 years

UX/UI Digital Products Design Manager at Berry Whale

Lead and manage the UX/UI department, providing optimal solutions to user experience problems and needs, under the design thinking methodology.
- Jul. 2019 - Jul. 2021 2 years

UX/UI Designer and WordPress Builder Operator at Berry Whale

To provide my knowledge about design and user experience, for the creation of websites with efficient and professional interfaces. As well as, to give life to them with the help of visual layout designers for wordpress.
- Jan. 2014 - Present 10 years

UX/UI Product Designer In house/ Freelance

Conceive, materialize and manage any project or request related to my labor camps.
- Apr. 2018 - Mar. 2021 3 years

UX/UI Lead & Social Media Collaborator at ADOSAFI

Creation of the web site based on the requirements and resources offered by the company and later administration and updating of the site. Likewise, collaborator at the level of multimedia content for the website.
- Jan. 2018 - Feb. 2019 1 year

UX/UI Designer and WordPress Builder Operator at Laboratorio de clientes

Designing digital products and bringing websites to life, through website builders and template managers for wordpress CMS hosted websites, such as Elementor, Divi, Muffins and WPBakery.
- Oct. 2015 - Mar. 2017 1 year

Graphic Designer & Social Media Assistant at VITASALUD

Create advertising pieces, both for digital and print media, website and social media assistant.

Education

- 2016 - 2019

APEC University

Bachelor's Degree in Digital Communication, graduated with maximum excellence.
- 2013 - 2015

ITLA

Multimedia Technologist, graduated with maximum excellence.

Complementary education

- 2012 - 2022

Digital Design & Communication Training

I have attended seminars and lectures on agile design methodologies, completed a Digital Marketing and Communication diploma at ITLA in the Dominican Republic, and taken UX/UI courses through Google Active and Coursera.
- 2024 - 2025 (Future Plans)

Master Degree

Soon, I will begin a Master's degree in Advertising and Digital Marketing at Universidad de Nebrija in Spain.