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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Work Methodology

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

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

Prototyping
Interactive Prototypes
User Testing
Iterations Based on Feedback
Stakeholder Validation

Figma
Adobe XD
Sketch
Adobe Illustrator
Adobe Photoshop
FlowMapp
Miro
Notion
Trello
DevOps
Web Builders
WordPress
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.