

# Cinthia Samaniego Montaña

Senior Product Designer · Product Strategy · UX Research · Design Systems

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## Profile

14 years of experience designing digital products from discovery to delivery across fintech, enterprise SaaS, retail, and healthcare. I partner with Product Managers, Engineers, Data Scientists, Stakeholders and related areas to transform complex problems into intuitive experiences that deliver measurable business outcomes. I've led zero-to-one products, scaled design systems, facilitated research and discovery workshops, and use AI to accelerate research, ideation, and documentation while maintaining high-quality design craft.

## Experience

### Senior Experience Designer at Publicis Sapient - Aug 2025 - Today

- Led discovery workshops, product strategy, and end-to-end design for enterprise platforms serving millions of users across retail and consumer products.
- Partner with Product Managers, Engineering, and business stakeholders to define product strategy and prioritize opportunities.
- Use AI to reduce research synthesis time by ~60% and accelerate competitive benchmarking.
- Own design QA, design reviews, and product quality through release.

### Senior UX Designer at Cisco in 3Pillar - Nov 2023 - May 2025

- Contributed to a shared cross-platform Design System while building and maintaining a product-specific component library for complex enterprise analytics tools.
- Governed a scalable cross-platform Design System Local Product Library.
- Collaborated daily with engineering throughout delivery.

### Experience Design Lead at Concentrix - Nov 2021 - Aug 2023

- Established DesignOps practices reducing handoff time by 35% for a big railroad company.
- Led discovery workshops and stakeholder alignment.
- Built and governed an enterprise Design System in Figma Library with tokens.

### UX Manager at UP Sí Vale - Jan 2020 - May 2021

- Led redesign of the flagship app, contributing to \$1M+ revenue growth and impacting over 1.5M users.
- Owned the product design from research, personas creation, visual interface and beyond launch.
- Created a cross-functional governance committee aligning Sales, Marketing, Support, Alliances, Engineering and User Experience.

### UX/UI Designer Mobile at Citibanamex - Dec 2016 - Jan 2020

- Designed Mexico's first mobile banking Help Center, replacing FAQs with a scalable self-service platform.
- Co-created the enterprise Design System from zero as a representative head of website platform.
- Conducted qualitative research, quantitative analysis, and usability testing.
- Product design for a bank website redesign, serving not only retail users but also enterprise clients, with projects involving robust architecture information.

### User Experience Designer /Design Lead MKT at BestDay Travel - May 2015 - Dec 2016

- Designed booking experiences focused on conversion and mobile usability.
- Contact with extern creative agencies for massive campaigns.
- Responsible for organizing campaigns, improving productivity processes, and approving graphic proposals that complied with brand guidelines.

Selected Achievements

|                                                                                           |                                                           |                                                                              |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------|
| <b>\$1M+</b><br>Revenue from marketplace sales in the new design app strategy Up Sí vale. | <b>1.5M+</b><br>Users impacted through product redesigns. | <b>35%</b><br>Reduction in design handoff time after implementing DesignOps. |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------|

Professional Competencies

|                           |                                |
|---------------------------|--------------------------------|
| Product Strategy          | Figma Variables                |
| Enterprise UX             | Auto Layout                    |
| End-to-End Product Design | Variants                       |
| Human-Centered Design     | Design Tokens                  |
| UX Research               | Design QA                      |
| Discovery Workshops       | Accessibility (WCAG)           |
| Journey Mapping           | Inclusive Design               |
| Information Architecture  | Product Analytics              |
| User Flows                | Interaction Design             |
| Wireframes                | Experimentation                |
| High-Fidelity Prototypes  | Information Visualization      |
| Usability Testing         | Cross-functional Collaboration |
| Design Systems            | Stakeholder Management         |
| Component Libraries       | AI-assisted Design Workflow    |

Tools

- Figma + FigJam
- Miro
- Dovetail
- Adobe CC
- AI Tools

Featured Clients

- Walmart
- Verizon
- Cisco
- Citibanamex
- Pfizer
- Symplr
- UP Sí Vale
- Marq Logistics
- BestDay

Certification and courses

- AI Fluency: Framework & Foundations at [Anthropic](#) - 2026
- Summer Living Design System Mastery at [M°R°C°L](#) - 2026
- Artificial Intelligence & Productivity at [Google/Santander](#) - 2025
- Foundations of User Experience Design at [Google by Coursera](#) - 2022
- Immersion in UX and Digital Product Design at [Multiplica Academy](#) - 2018
- Research methods and analysis of user experience with interactive systems at [ITAM](#) - 2016
- Fundamentals of User Experience at [Usaria](#) - 2016

Education

Bachelor Graphic Designer, Uiversidad Nacional Autónoma de México