

# Cinthia Samaniego Montaña

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

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## Profile

Senior Product Designer with 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 external creative agencies for massive campaigns.
  - Responsible for organizing campaigns, improving productivity processes, and approving graphic proposals that complied with brand guidelines.

## Selected Achievements

### \$1M+

Revenue from marketplace sales in the new design app strategy Up Sí vale.

### 1.5M+

Users impacted through product redesigns.

### 35%

Reduction in design handoff time after implementing DesignOps.

## Professional Competencies

Product Strategy  
End-to-End Product Design  
UX Research  
Discovery Workshops  
Design Systems  
Wireframes  
High Fidelity Prototypes  
Product Usability Testing  
Visual Design  
Typography  
Grid Systems  
HTML + CSS  
Information Architecture  
Interaction Design  
Product Discovery  
User Flows  
Journey Mapping  
Experimentation  
Product Analytics

## Tools

- Figma + FigJam
- Miro
- Dovetail
- Adobe CC (Photoshop, Illustrator, Premiere)
- AI Tools (Claude, ChatGPT, Gemini, Copilot, etc.)

## 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, Universidad Nacional Autónoma de México

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