

# CYNTHIA EDITH MOLINA CAMPOS

## Multidisciplinary Designer | Brand Identity, UI/UX, Creative Direction

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## SUMMARY

Multidisciplinary Designer with 15+ years of experience leading brand identity, UI/UX, and creative direction for 50+ organizations. Specialist in user-centered design, photography, video, editing, and animation for brands and digital products. Known for creative leadership, innovation, and cross-disciplinary solutions.

## EXPERIENCE

### Studio Media Advertising Agency – Senior Designer – McAllen, TX

*Jun 2020 – Present*

- Lead UI/UX, brand identity, and digital product initiatives for over 50 clients, delivering cohesive, high-impact experiences across digital platforms and integrated campaigns.
- Directed end-to-end project lifecycles: user research, prototyping, design systems, implementation, and optimization.
- Developed and launched more than 100 websites and digital products, increasing client engagement and conversion rates.
- Created multimedia assets such as professional photography and video to enhance campaign impact and brand storytelling.
- Collaborated with cross-functional teams to align business strategy with user needs, driving measurable growth.
- Designed custom software and internal interfaces for enterprise clients, optimizing workflows for efficiency and scalability.

### Televisa Tamaulipas – Marketing Specialist – Matamoros, México

*Dec 2012 – Jun 2020*

- Directed creative strategy for broadcast, branding, and digital marketing campaigns, increasing audience engagement across multiple channels.
- Produced integrated multimedia campaigns for TV, events, and digital platforms, increasing followers from 10,000 to over 400,000.
- Developed information design systems and on-air graphics that established regional standards for broadcast communication and clarity.
- Led cross-departmental teams to deliver impactful marketing, branding, and audience engagement initiatives.

### Living a Book (Pathbooks) – Founding UI/UX Designer (Part-Time) – Matamoros, México

*Oct 2016 – Oct 2018*

- Designed core UI/UX and user flows for interactive educational mobile apps, launching new digital reading experiences.
- Led user research and co-developed visual design systems in collaboration with educators, parents, and developers.
- Contributed to Pathbooks' recognition as an award-winning platform featured by Forbes, Entrepreneur, and TEDx.

### Freelance Designer & Marketing Consultant – Independent Consultant – Matamoros, México

*Dec 2013 – Present*

- Developed brand systems, digital products, and creative campaigns for diverse organizations, increasing traffic, leads, and brand visibility.
- Built e-commerce and lead-generation platforms, expanding client revenue streams and improving conversion rates.
- Produced advanced photography and video content to enhance visual storytelling and campaign effectiveness.

## SKILLS

**Creative Leadership:** Creative Direction • Brand Identity • Brand Systems • Experience Design • Art Direction • Visual Communication • Team Leadership • Creative Strategy

**UX & Digital Design:** UI/UX Design • Interaction Design • Human-Centered Design • Information Design • Accessibility • Usability Testing • Wireframing • Prototyping • Design Systems

**Marketing & Audience Growth:** Integrated Marketing Campaigns • Campaign Development • Content Strategy • Audience Engagement • Social Media Campaigns • Brand Communications • Visual Storytelling • SEO • Lead Generation • Conversion Optimization

**Multimedia Production:** Advanced Photography • Photography Direction • Video Production • Video Editing • Motion Graphics • Animation • Content Creation

**Tools & Platforms:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects) • Figma • HTML/CSS • WordPress • Shopify • Google Analytics • Google Ads • Meta Ads

## EDUCATION

**Universidad del Valle de México – Bachelor's in Digital Design – Dec 2024**

## PROJECTS

### **Pathbooks (Educational App/Product Design)**

- Designed core UI/UX for Pathbooks, an award-winning digital reading app recognized by Shark Tank México, Forbes, Entrepreneur, TEDx, and El Universal. Collaborated with educators and developers to deliver interactive learning experiences for children. Contributed to Pathbooks' growth as a leading platform for educational innovation.

### **Televisa Weather Broadcast Graphics System**

- Designed the visual system for weather reporting on Televisa Tamaulipas, creating on-air graphics and templates that improved clarity for viewers. The system set a regional broadcast graphics standard and was adopted by multiple Televisa stations.

### **Televisa International Running Events**

- Led creative direction for Televisa Tamaulipas' annual international running events, overseeing branding, campaigns, and media production. Helped establish the events as leading community initiatives, supported by sponsors like Coca-Cola and recognized across the region.

### **Gavilanes FC Matamoros (Sports/Brand Experience)**

- Built and led Gavilanes FC Matamoros' creative team during a major transition, establishing the brand's visual identity, content system, and fan engagement strategies to rebuild community support.

### **Limón Partido (Brand, Content, Storytelling)**

- Developed Limón Partido's brand from concept to execution, driving visual identity, photo and video content, and digital campaigns that grew its following from zero to 20,000 and positioned it as Matamoros' leading healthy-food destination.