

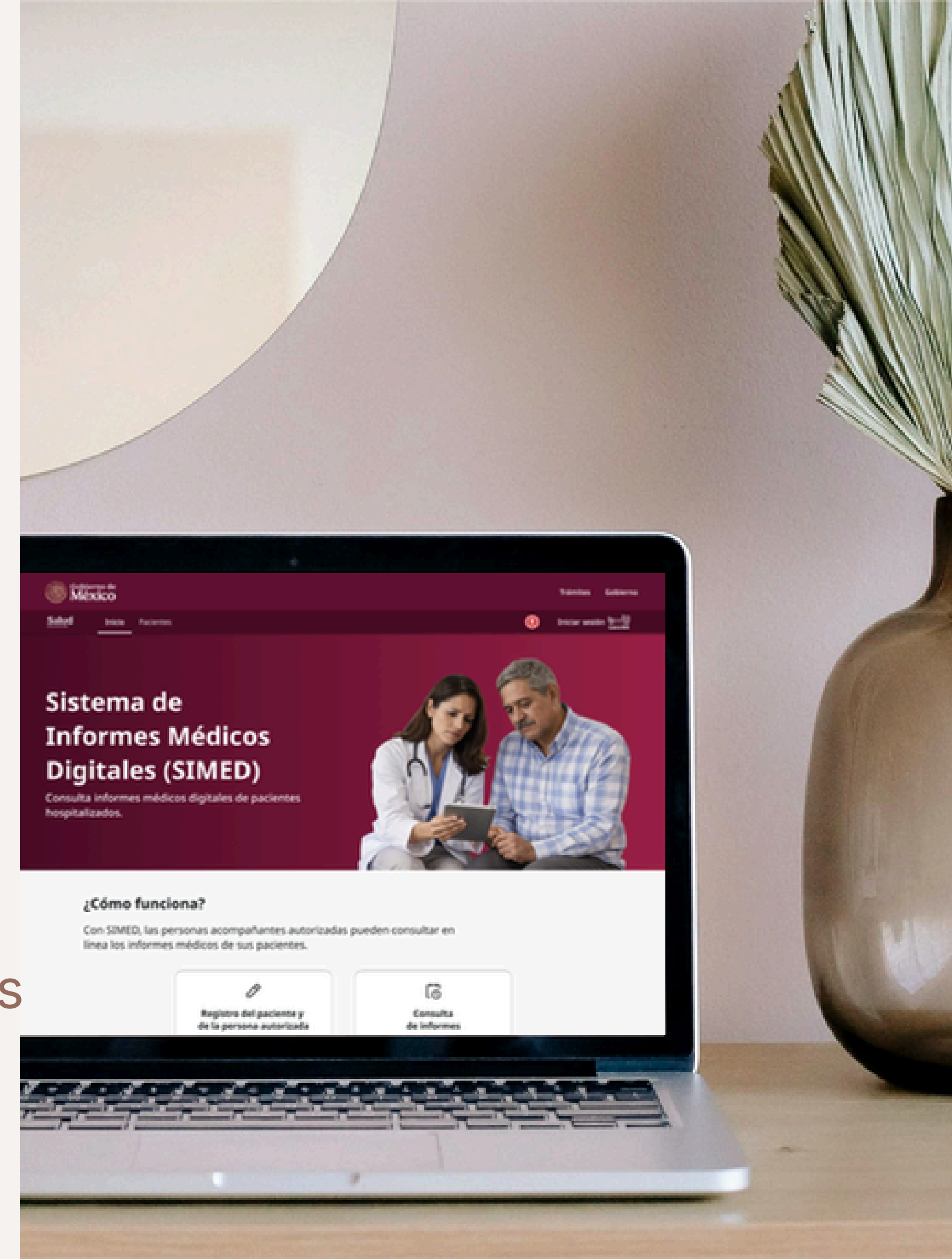


Citlali Cansino
UX / UI & Product Designer

**Bringing clarity to complex
information and services.**

UX/UI & Product Design
Information design · Editorial design · UI systems

A SELECTION OF DESIGN DECISIONS, PROCESSES AND
DELIVERABLES: FROM FLOW ANALYSIS TO INTERFACES, AND FROM
TECHNICAL CONTENT TO CLEAR COMMUNICATION.



Product thinking, grounded in visual design

Over 10 years of experience in visual and web design.

I work at the intersection of user experience, interface systems and visual communication. I turn fragmented requirements, content and states into structures that help people understand and act.



01 / Understand

Comparative research, requirements, information architecture and questions to validate.

02 / Design

Flows, wireframes, prototypes, components and visual hierarchy.

03 / Deliver

Specifications, HTML/CSS implementation with Bootstrap and visual QA with developers.

Recent experience: ATDT · digital service projects, 2026. UNFPA consultancy · Human Identification Programme, since July 2026.

Previously: STPS / Jóvenes Construyendo el Futuro · 2024–2025. Freelance visual, editorial and web design projects.

FROM FINDINGS TO DESIGN DECISIONS

Inconsistent formats	Define shared fields and content sections.
Different levels of detail	Support complete, partial and minimal records.
Institutional source	Keep the responsible authority and references visible.
Potential match	Guide people to a review without suggesting automatic identification.

Understand the sources before designing search

UNFPA / supporting ATDT · Comparative research and information architecture · 2026

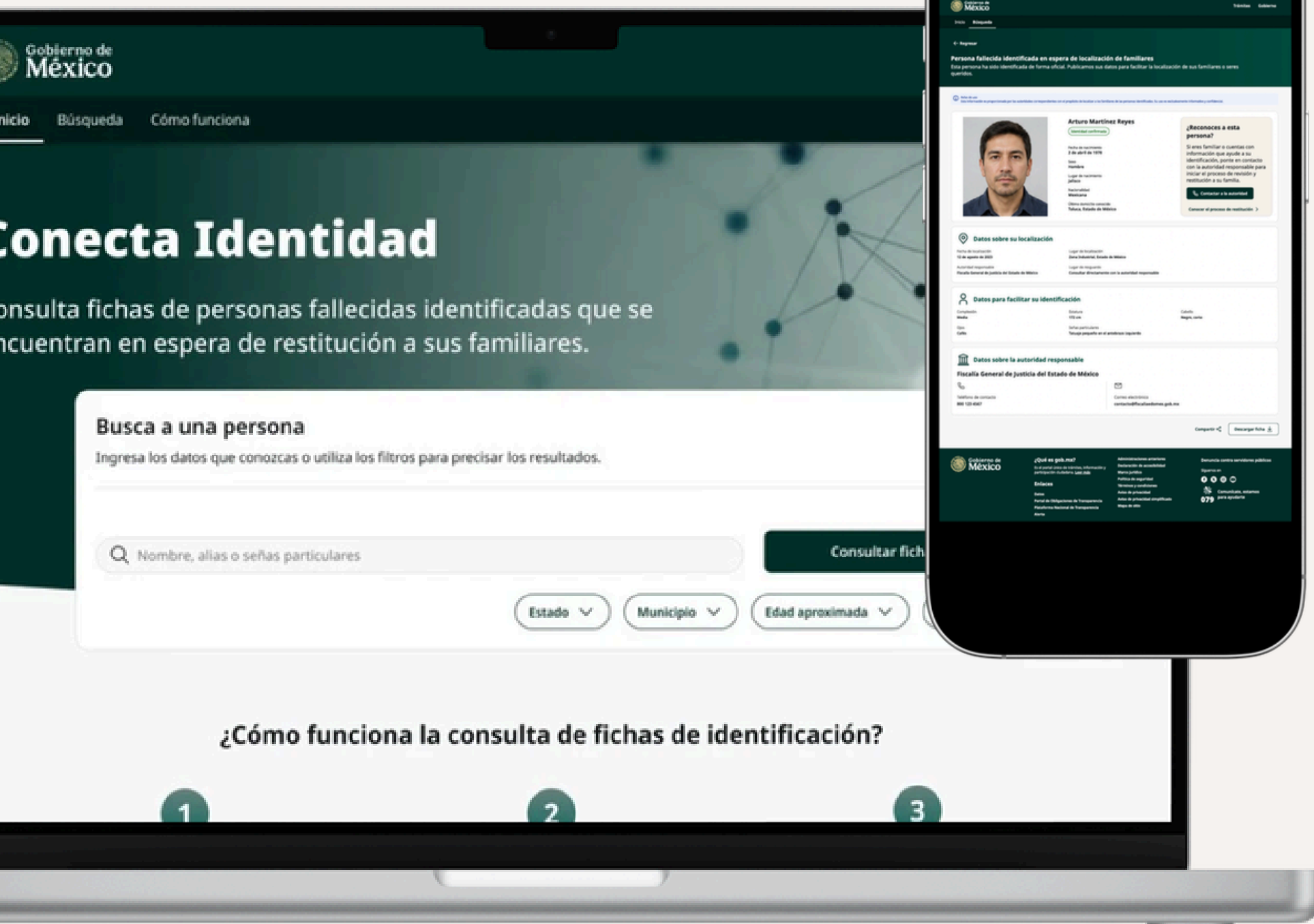
RESUMEN EJECUTIVO
Conecta Identidad
Una experiencia nacional para buscar información y



THE CHALLENGE
Institutional records vary in format and level of detail. A shared search experience needs consistent criteria while keeping the source of each data point visible.

MY CONTRIBUTION
Comparing sources across Mexican states, organising findings and defining criteria for a standardised record. The analysis informed the search and record consultation proposals for Conecta Identidad.

HUMAN IDENTIFICATION



Deliverables: proposed standardised record, revised text and content guidance.

Exploration of web and downloadable versions.

My scope: structure, hierarchy and the record consultation experience; institutions are responsible for technical content and its validation.

A record must make its purpose clear

Information design · Interface content · Proposal for validation

A record for an identified person should help locate their family. Its information hierarchy and next action need to serve that purpose.

01 / What to recognise

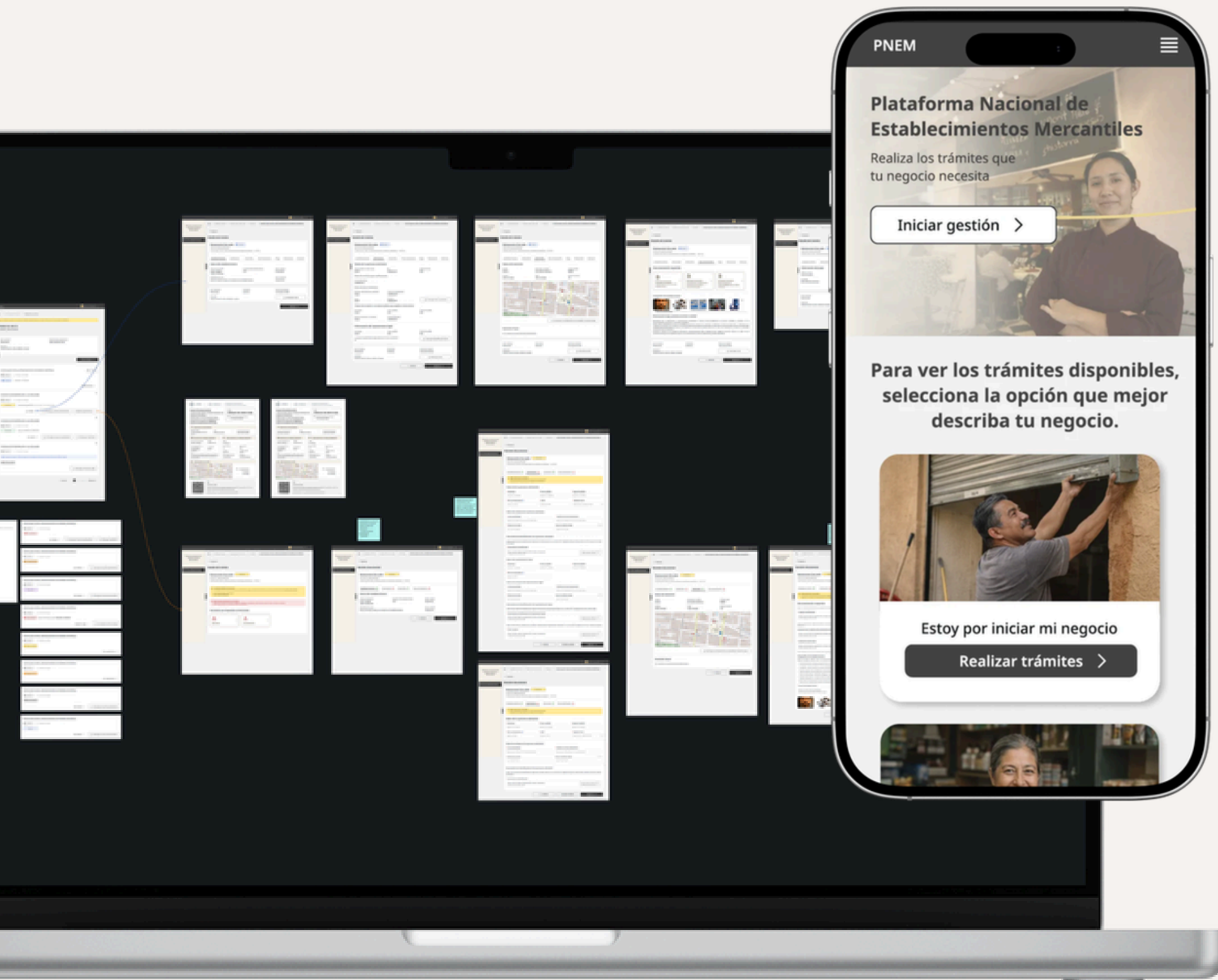
Prioritise the photograph, name and essential details. Separate identification and location information from other content.

02 / Where the data comes from

Give the responsible authority, references and institutional contact details a clear place.

03 / What the person can do

Offer a clear action for family members or others who may be able to provide information.



PNEM

INFORMATION BEFORE SCREENS

Documenting information flows as a shared foundation with the product team before defining the wireframes.

Design also means anticipating exceptions

ATDT · Plataforma Nacional de Establecimientos Mercantiles · Flows and user experience · 2026

THE CHALLENGE

An administrative process needs to account for changing information, records containing errors and establishments with more than one business activity.

MY CONTRIBUTION

Structuring journeys and interface proposals so that the context, scope and next step of each action are clear.

ADMINISTRATIVE EXCLUSION

A separate journey for test records or records created in error. Visibility and access depend on the user profile, separate from routine procedural actions.

MULTIPLE BUSINESS ACTIVITIES

Exploring how to represent several activities within one establishment without overcrowding the management view or losing their relationship.



Surface the questions that block the flow

ATDT · Access, profile and representation analysis · Working document, 2026

THE CHALLENGE

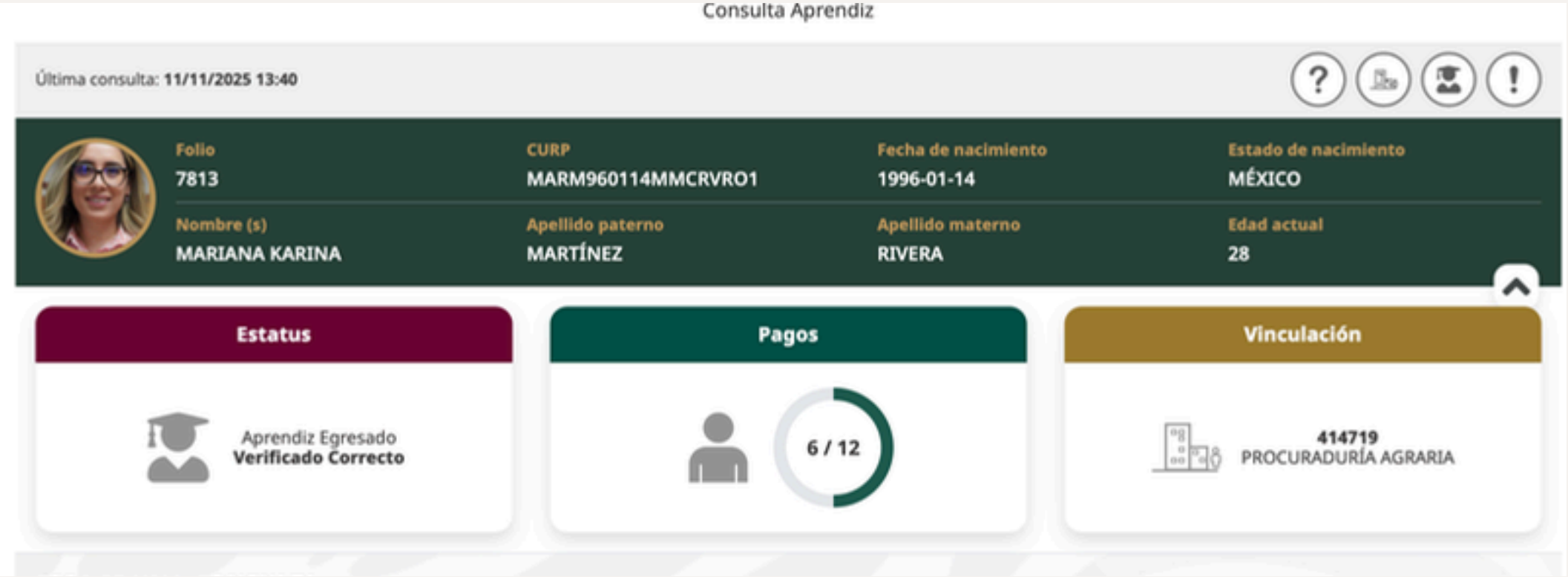
Journeys for individuals, companies, public officials and the Director Responsable de Obra intersected with authentication, company linking and permission decisions.

MY CONTRIBUTION

Organising a validation map and questions for each section. Separating access to a company from permission to act on its projects.

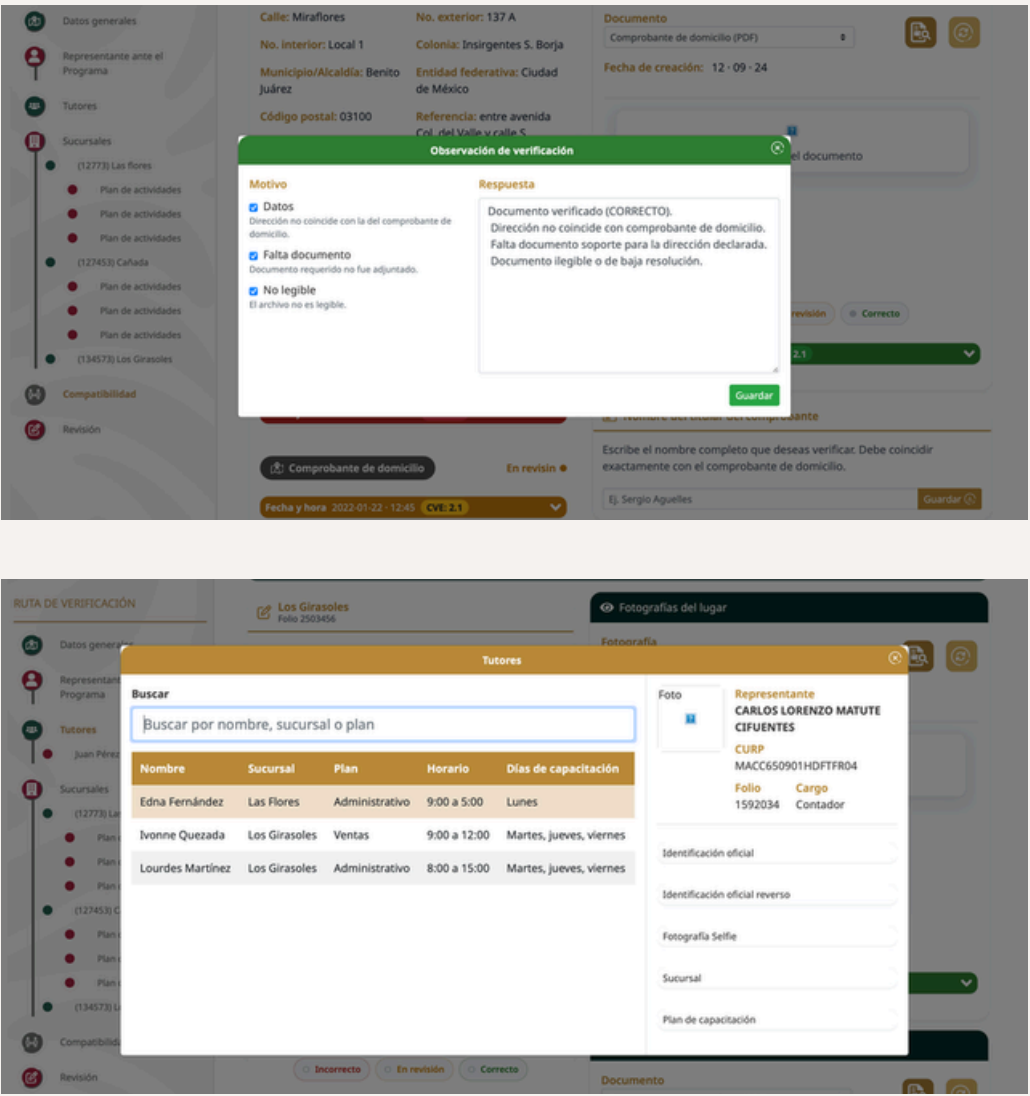
Deliverable: discussion map and record of open decisions.

Status: proposal for validation with product and development.



Consistency designed for reuse

UI/UX and front-end implementation · Figma · Bootstrap 4.3.1 · HTML/CSS · 2024–2025



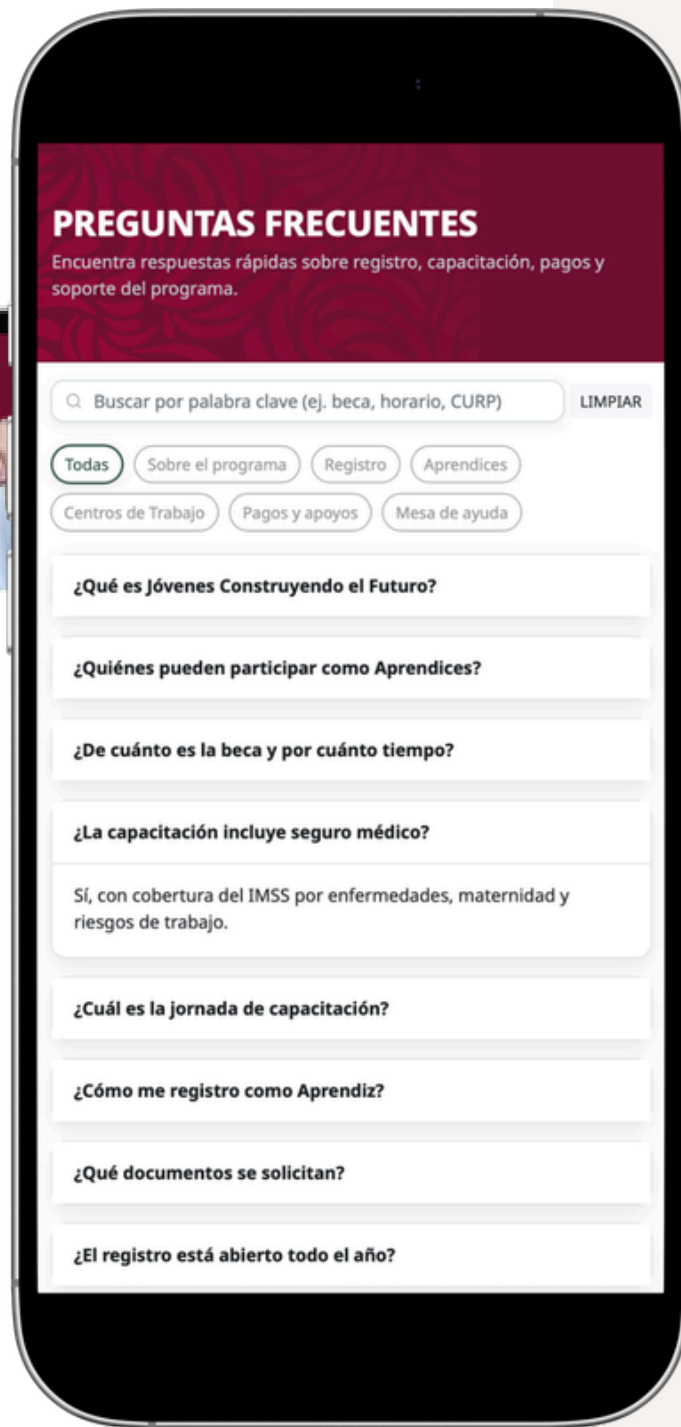
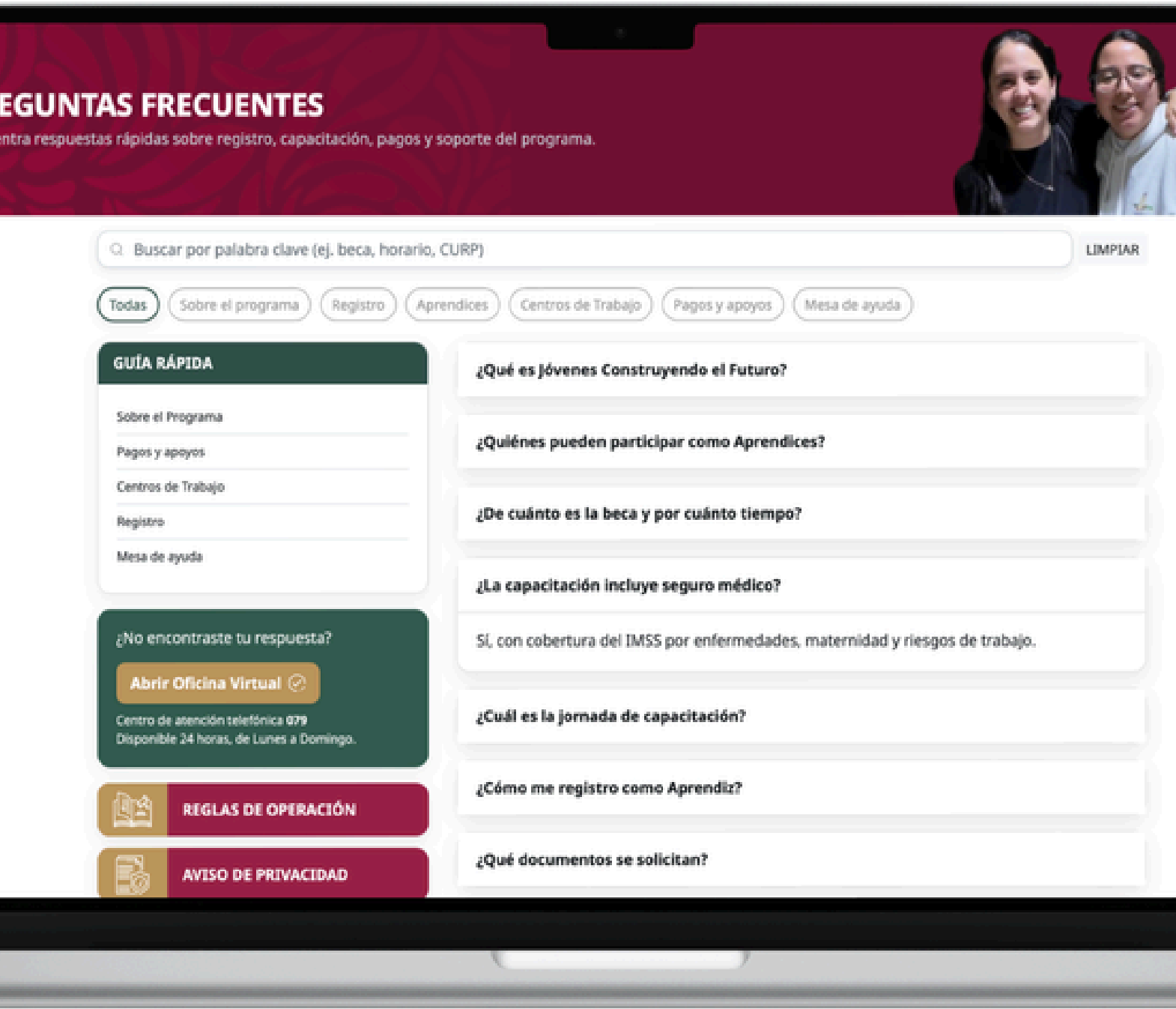
THE CHALLENGE

Keeping modules, forms, tables and screens with multiple states consistent within the constraints of an institutional system.

DESIGN DECISIONS

Working with shared components and rules: typographic hierarchy, spacing, primary actions, help text and validation. Defining variants to maintain consistent interaction logic across modules.

My contribution: screens, flows, a component library and usage guidelines.



Delivery continues beyond Figma

HTML/CSS implementation, specifications and visual QA

FROM DESIGN TO IMPLEMENTATION

Building HTML/CSS templates with Bootstrap grids, utilities and components. Preparing SVG assets and documenting states and responsive behaviour.

REVIEW WITH DEVELOPERS

Checking hierarchy, spacing, typography and alignment at different screen sizes. Refining details that affect consistency between design and implementation.

Deliverables: templates, assets and interface specifications.

My technical scope focuses on HTML/CSS implementation and visual quality.



From a technical process to an understandable journey

Human Identification Programme · 2026

MY CONTRIBUTION

Organising the sequence into steps, grouping them into phases and building a reading hierarchy through numbering, labels and illustrations.

KEY DECISION

Distinguishing candidates from a confirmed match. Showing how the process continues through locating the family and the dignified return of the person's remains.

Scope: visual and editorial design based on the supplied content.



A presentation that guides the discussion

Human Identification Programme · Information architecture and editorial design · 2026

THE CHALLENGE

Organising institutional content, operational sequences, tables and reference materials to create a clear presentation narrative

MY CONTRIBUTION

Reviewing the structure and developing an editorial proposal: title hierarchy, thematic organisation, process visualisation and separate reference appendices.

Deliverable: editable presentation proposal.



Public information that is easy to read

Freelance visual and editorial design · InDesign · Illustrator · Photoshop

THE OBJECTIVE

Communicating guidance and public information through a clear structure aligned with brand guidelines.

MY CONTRIBUTION

Design and layout, content organisation, typographic adaptation and preparation of final files.

WHAT IT DEMONSTRATES

Experience working with institutional content and identity across digital and editorial formats.



Desktop + mobile

Designing a website that is easy to maintain

Design, build and maintenance in Wix ·
Freelance project

THE CHALLENGE

Organising a website's sections and content to make reading, navigation and updates easier.

MY CONTRIBUTION

Site structure, page design and reusable modules, Wix implementation, responsive adjustments and maintenance of content and assets.

Deliverable: website and reusable sections.

This selection documents the work completed; it does not necessarily reflect the website's current state.

How I work with product and development

A shared foundation for decisions, design and delivery

1

Understand the context

I review requirements, sources and constraints. I identify what the person needs to know and the decision they need to make.

2

Structure before drawing

I make actors, information, states and open questions explicit. I turn complexity into a structure the team can discuss.

3

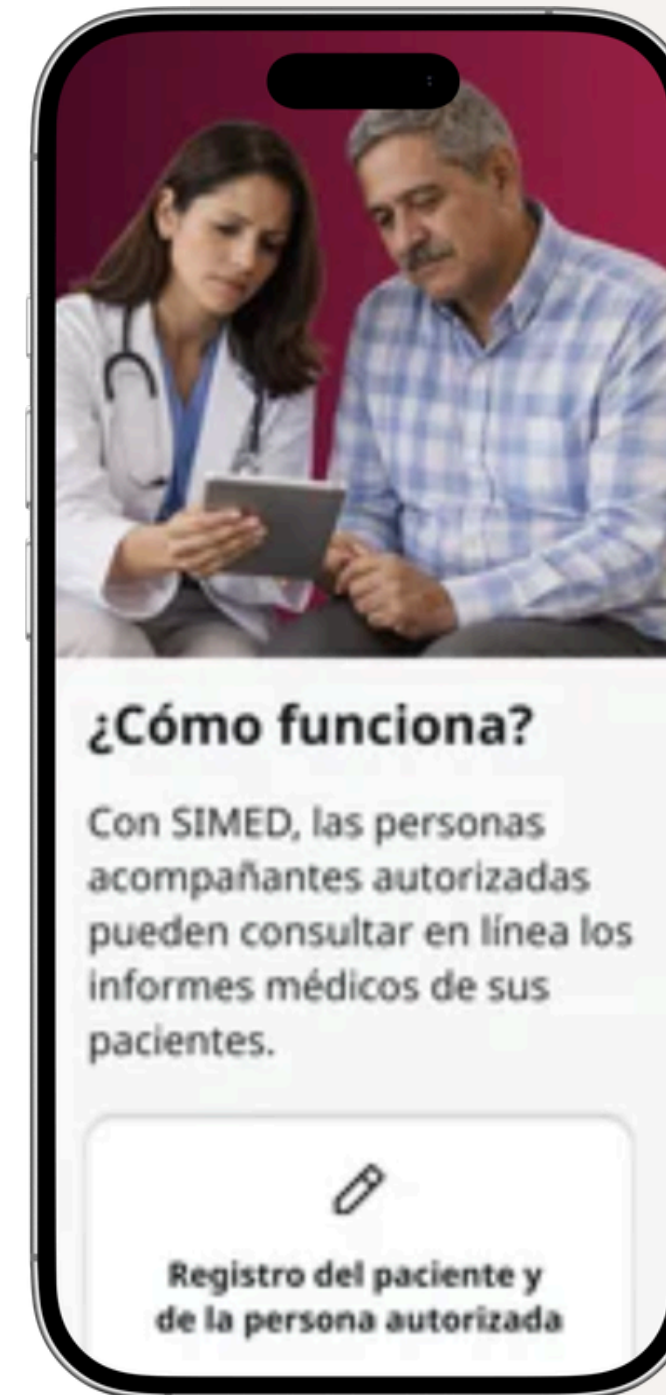
Propose and document

I design flows, wireframes, prototypes and interface rules. I explain the need each proposal addresses.

4

Support delivery

I prepare specifications and assets. When needed, I implement HTML/CSS and review visual consistency with developers.





Let's talk about your next product.

I'm looking for UX/UI and Product Design opportunities in Emilia-Romagna or remotely, with teams that value clarity, collaboration and thoughtful delivery.

CORREGGIO · REGGIO EMILIA · ITALIA

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