

Sintija Toma

UX/UI Designer

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Professional Summary

UX/UI and Web Designer with experience across responsive websites, e-commerce, digital marketing, CMS platforms, and freelance product design. Skilled in translating business goals and user needs into clear interfaces, wireframes, prototypes, and production-ready web experiences.

Professional Experience

UX/UI Designer

Freelance | Remote | Jan 2024 - Present

- Designed responsive websites and product interfaces, creating user flows, wireframes, prototypes, and high-fidelity UI in Figma
- Translated client goals and business requirements into clear, user-friendly design solutions
- Led end-to-end design process from concept to launch, including UX, UI, and implementation
- Built and maintained websites using Webflow and WordPress (Elementor), ensuring consistency between design and final product
- Collaborated with clients and stakeholders to iterate on designs and improve usability

Junior Web Project Manager

Citadele Banka AS | Riga, Latvia | Dec 2021 - Nov 2023

- Managed website content, landing pages, and CMS workflows across digital platforms
- Supported UX and content improvements by collaborating with designers, developers, and marketing teams
- Executed email marketing campaigns using HTML, CSS, and design tools
- Monitored website performance and user behavior using Google Analytics and Hotjar
- Contributed to SEO and digital performance initiatives to improve engagement and conversion

E-commerce Specialist

BIG RED SIA | Riga, Latvia | Jul 2019 - Nov 2021

- Managed e-commerce websites using WordPress and Elementor, maintaining product pages and site structure

- Designed marketing assets and visuals using Adobe Photoshop and Illustrator
- Analyzed website performance and user behavior using Google Analytics
- Coordinated with distributors and internal teams to support product launches and sales operations

Graphic Designer (Internship)

Dakota Group SAS | Valencia, Spain | Oct 2018 – May 2019

- Designed product catalogs and layouts using Adobe InDesign
- Created marketing visuals and promotional materials across digital and print

Education

Bachelor of Product Design - Riga Technical University, 2018

Certifications

UX/UI Design Mentorship Program - Riga TechGirls, 2025

Google Digital Marketing & E-commerce - Coursera, 2024

Google UX Design - Coursera, 2024

Web Design (UX/UI) Certificate - Riga Coding School, 2022

Skills

Design

UX/UI Design, Wireframing, Prototyping, User Flows, Responsive Web Design, Design Systems, User Research

Tools

Figma, FigJam, Miro, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Webflow, WordPress

Web & Analytics

HTML, CSS, CMS platforms, Google Analytics, Hotjar, SEO basics

Collaboration & Delivery

Stakeholder communication, requirements gathering, project coordination

Languages

English: Advanced professional proficiency

Latvian: Native