CINTHYA VALDESPINO

RETAIL DESIGN & ARCHITECTURE LEADER

STORE TRANSFORMATION · SPACE PLANNING · CUSTOMER EXPERIENCE

New York, NY
+1 551 332 9408
cinthyavaldespino@gmail.com
LinkedIn
Portfolio

ABOUT

Retail design and architecture leader with 15+ years of experience creating commercially effective, customer-focused spaces across 14 markets in the Americas. Specialized in complex space planning, store transformation, market expansion, and leading multidisciplinary teams from strategy through delivery.

- **15+ YEARS**
- **14 MARKETS**
- **75+ STORES**
- **5 MAJOR REBUILDS**
- **10 DESIGNERS MENTORED**

EXPERIENCE

H&M | 2019-2026

Senior Store Designer | 2024-2026 — New York, USA

- Led new stores, rebuilds, and space optimizations for H&M's Southern Hemisphere portfolio and franchise partner Hola Moda across Central and South America.
- Developed customer-focused layouts and partnered with Leasing, Construction, Visual, and Sales while mentoring and training designers.

Store Designer | 2021-2024 — New York, USA

- Designed commercial layouts for new stores, rebuilds, and optimization projects across Latin American markets.
- Led projects through space planning, concept development, design coordination, and implementation, applying market and customer-behavior insights.

Store Development Manager | 2019-2021 — Santiago, Chile

- Led Store Development for Chile, Peru, and Uruguay, connecting commercial strategy with store planning and portfolio optimization.
- Directed new stores and rebuilds using sales and market insights, coordinating implementation and performance follow-up.

STARBUCKS | 2016-2018

Store Designer | 2017-2018 — New York, USA

- Led store projects across the Northeast and Mid-Atlantic regions, from schematic design through construction documentation.
- Adapted global design standards to different sites, budgets, codes, and customer contexts.

Associate Store Designer | 2016-2017 — New York, USA

- Developed schematic layouts, presentation packages, finish palettes, details, and construction documentation.
- Coordinated with internal teams and external consultants, contributing across both roles to approximately 40 store projects.

INSTORE DISEÑO | 2012-2015

Project Manager — Santiago, Chile

- Managed retail and interior design projects across Chile, Colombia, Peru, and Argentina.
- Developed design concepts, technical documentation, and project presentations from initial brief through implementation.

ARQUI-K | 2011-2012

Junior Architect — Santiago, Chile

- Supported the concept design, architectural development, and 3D visualization of small- and medium-scale landscape and hospitality projects.

FREELANCE ARCHITECT | 2011-Present

Architect & Retail Designer — Morelia, Mexico

- Independent architecture and retail design services for selected clients on a project basis. Projects include residential design, retail spaces, and virtual staging in Mexico.

EDUCATION

Bachelor of Architecture, Cum Laude
Universidad de las Américas Puebla, Mexico | 2006-2011

Diploma in Interior Architecture
Universidad de Chile | 2012-2013

Exchange Study, Architecture
Universidad Diego Portales, Chile | 2009

Mexico Studio Workshop
Texas Tech University, USA | 2010

PROFESSIONAL DEVELOPMENT

Hej Mentor Program, H&M | 2025
Future Leadership Growth Program, H&M | 2023
Neuroarchitecture Course, Universidad del Desarrollo | 2021
Lighting Course, Parsons | 2017

AWARDS

Excellence in Partnership Award
Starbucks | 2017

First Place — Office Redesign Competition
Instore Diseño | 2015

Bachelor of Architecture — Honors, Cum Laude
Universidad de las Américas Puebla | 2011

EXPERTISE

Retail Design · Space Planning · Store Development · Design Management · Customer Experience · Portfolio Optimization · Team Mentoring · Cross-functional Leadership

TOOLS

Revit · AutoCAD · Adobe Creative Suite · Microsoft Office

LANGUAGES

Spanish — Native
English — Full Professional Proficiency