MARIANA SA

PRODUCT DESIGNER | UX/UI DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with experience designing user-centered web and mobile applications, B2B and B2C digital products, and responsive digital experiences. Skilled in UX/UI design, user flows, wireframing, prototyping, usability testing, and scalable Design Systems. Experienced in translating complex requirements into intuitive interfaces and collaborating with product and engineering teams throughout the design process. Strong visual design foundation, with a complementary background in marketing and business.

PROFESSIONAL EXPERIENCE

Product Designer | UPNDO
July 2026 – Present | Part-time | Remote

- Redesigned key experiences across UPNDO's B2B employee engagement platform, improving visual consistency, usability, and core product flows.
- Designed and prototyped product experiences in Figma, including onboarding, mood tracking, challenges, marketplace, recognition, notifications, and engagement interactions.
- Created and implemented a scalable design system and reusable component library to establish consistent product patterns and improve communication between design and development.
- Redesigned existing experiences, including the leaderboard, to make information more actionable and encourage user engagement.
- Developed gamification and interaction concepts, including mood-based micro-challenges, dynamic rewards, social challenges, and planned badge and recognition systems.
- Collaborated with the CEO and Product, Sales, and Development teams to translate business goals and user needs into practical product solutions, balancing engagement goals, technical constraints, and B2B customer needs.

UX/UI Designer | Innovanoire (IDEIntity)
May 2024 – October 2024

- Developed UX/UI strategies for a website and mobile app serving women entrepreneurs from racialized communities, applying user-centred design principles.
- Worked with stakeholders, including Marketing and Community teams, to create wireframes and prototypes that communicated design solutions and supported the brand's digital identity.
- Created high-fidelity interfaces in Figma to support a consistent experience across digital touchpoints.
- Collaborated with UX designers and developers to align design goals with project requirements and maintain visual consistency.

UX/UI Designer | Innovation Networks
June 2023 – March 2024

- Led the company website redesign, contributing to an 835% increase in page views and a 471% increase in engaged sessions.
- Conducted usability testing and analyzed user interaction patterns to identify friction points and inform design decisions.
- Reviewed information architecture, content hierarchy, navigation, and responsive layouts to improve usability.
- Collaborated with stakeholders to translate business requirements and feedback into user-centred design solutions.
- Created high-fidelity interfaces balancing usability, accessibility, responsiveness, and visual consistency.

Marketing & Sales Support Coordinator | Innovation Networks
May 2021 – July 2026

- Created digital and print materials, including presentations, case studies, brochures, social media assets, banners, and sales enablement materials.

- Managed and updated website content and pages using WordPress and Elementor, collaborating with technical teams on digital updates and improvements.
- Supported marketing and sales initiatives through client presentations, proposals, campaigns, and content for web, email, and social media.
- Coordinated marketing and sales support workflows, including requests, deliverables, documentation, vendors, and cross-functional stakeholders.

SKILLS

Product & UX Design: UX/UI Design, User Research, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Design Systems, Component Libraries, Interaction Design, Responsive Design, Accessibility, Design Thinking, Product Strategy, Design-to-development collaboration, Systems Thinking, Auto Layout, WCAG, Quality Assurance (QA)

Visual Design: Interface Design, Visual Design, Typography, Color Theory, Composition, Graphic Design, Visual Hierarchy

Tools & Technical: Figma, Adobe XD, Adobe Creative Suite, Webflow, WordPress, Elementor, CMS, Google Slides, Canva, Basic HTML, Basic CSS, Claude Code, AI-assisted tools

Collaboration & Strategy: Critical Thinking, Problem Solving, Communication, Cross-functional Collaboration, Attention to Detail, Active Listening, Design Feedback & Critique, Creative Strategy, Developer Handoff

EDUCATION & CERTIFICATIONS

Professional Training Program in UX, UI & Product Design | UX Unicornio — December 2024 – April 2026

Graphic Design | Universidade Anhembi Morumbi — August 2023 – June 2026

Google UX Design Professional Certificate | Google — March 2023

Commerce & Marketing Diploma | Vanwest College — June 2019 – December 2021 | Vancouver, BC, Canada

LANGUAGES

Portuguese (Native) | English (Fluent) | French (Conversational)