

Mariana Toledo

PRODUCT DESIGNER

Hello!

I'm Mariana, a curious, proactive, purpose-driven Product Designer who is passionate about emerging technologies & social good, advocating UX design across all fields of work, empowering teammates in collaborative settings, as a leader with a big heart.

Work Experience

2020 Freelance Creative

Self Employed

- Participated in the creation and development of digital projects for Hero Digital, Xamarin, Bonfaire and ShopStyle

2019 Mindfulness, Design, Creativity & Empathy Researcher

Sabbatical | United States, Greece, France, Brazil & Spain

- Created the opportunity to expand user research, user behaviors, dialectic skills, and design knowledge to other fields and study new ones
- Volunteered with nonprofit organizations focused on mental health, and created visuals for a mood tracking dashboard and mobile app
- Worked on personal projects, creating visual styles and identities, through design challenges; Studied Arduino, circuit, laser cutting, and motion design;

2013-2019 Lead Product Designer

Exygy | San Francisco, United States

- As a Lead, becoming a trusted design and branding advisor of clients,
- Leading discussions and meetings with different stakeholders
- Managing the design team, introducing and guiding new tools across fields;
- Mentoring junior designers, and driving 1:1s across teams.
- Stanford Earth: Retention up by 170%, Traffic up by 420%, and time spent more than doubled,

2013 Digital Designer

Freelancer | São Paulo, Brazil & San Francisco, United States

- Brainstorming and designing digital experiences for personal projects & startups.

2012 Senior Digital Designer

PSafe Technology | Rio de Janeiro & Florianópolis, Brazil

- Ideating the rebranding concept and its repositioning for the digital environment
- Redesigned the visuals and user experience for the institutional website, marketing campaigns, software interfaces, phone & tablet applications
- Accompanying a cross-functional team of 8 (designers, engineers, marketing & sales) in 2 locations.

Awards & Recognition

2018 Stanford Earth

Webby Awards

Honoree: Best Home & Welcome Page
Nominee: Best Website in Science

ACQUIA Engage Awards

Winner: Leader in Higher Education

2018 Philanthropy University

Shorty Awards

Winner: Social Good in
Developing Nations

2018-2017 DAHLIA: San Francisco Affordable Housing Portal

SPUR Awards

Winner: Good Government

Shorty Awards

Finalist: Social Good

Digital Bridge Builder

Winner: Community in Tech Network

Work Experience

2010
2012

Senior Art Director

Cherry Plus | São Paulo, Brazil

- Planning Digital Strategies for international clients and their positioning in the Brazilian market.
- Creating high-quality visual assets and thoughtful experiences that influence and inspire users.
- Through cross-functional platforms and project partners, contributing to aspects of digital strategy for Singer Brasil's next decade
- Increased brand awareness & engagement, conversion, business revenue, user engagement & retention.
- Boosting the number of followers on Twitter by 3,000%+ and by 3,500%+ on Facebook.

2010

Art Director

Repanse Comunicação | São Paulo, Brazil

- Ability and sensibility to collaborate closely with diverse teams, building good relationships
- Exchanging knowledge with engineers, copywriters, and project managers.

2008
2010

Junior Art Director

Troop Digital & Mais Grupo | São Paulo, Brazil

- Ideating and communicating design concepts, rationale, and decisions.
- Taking tasks out of the comfort zone and meeting project deadlines.

Education

2007

Bachelor of Arts: Digital Design & Interactive Media

Universidade Anhembi Morumbi, São Paulo, Brazil

2005

Associate: Hypermedia Design

Universidade Anhembi Morumbi, São Paulo, Brazil

2017

Branding Experience

Cooper, San Francisco, United States

2010

Creativity

Escola Panamericana de Arte & Design, São Paulo, Brazil

Tools & Skills

Process

Human-Centered Design, Design Thinking.

Methodologies

Agile, Waterfall.

Tools

Adobe Photoshop & Illustrator, Affinity, Sketch, Invision, ProtoPie, Zeplin.

UX

Quantitative & Qualitative Research, Affinity Diagrams, User Personas & Flows, Information Architecture, Wireframes, Low Fidelity Mockups.

Visual Design

Design Systems, Moodboards, Visual Guidelines.

Interaction

High Fidelity Mockups, Interactive Prototypes, Responsive Design.

Project Management

Jira, Trello, Asana, Basecamp, Airtable.

& More

Empathy, Collaboration, Grounded, Sticky Notes, Sense of Humor.

Languages

English

Fluent

Portuguese (Brazil)

Native

