

MARIANA NERI

GRAPHIC DESIGNER

www.mariananeri.com

ola@mariananeri.com ✉

Montréal, Canada 🏠

[linkedin.com/in/mariananeri](https://www.linkedin.com/in/mariananeri) in

EDUCATION

Bachelor's Degree in Advertising

UCSAL - Catholic University of Salvador (Brazil) 2002–2006

COMPETENCY

Graphic Designer, Marketing Designer, Product Designer, UX/UI Designer.

SKILLS/TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere), Figma, Canva, Microsoft Office, Google Docs, macOS, Windows, HTML5, CSS3, Visual Studio Code.

Other Knowledge: Branding, typography, web development, social media, generative AI, Wordpress, Mailchimp, Notion.

Basic knowledge of: PHP, JavaScript, SQL, video, and animation.

Graphic designer with 10+ years of experience bringing visuals to life.

I enjoy solving problems, finding creative solutions, and turning ideas into experiences that feel both authentic and cohesive. I love collaborating with others, and I've recently started exploring front-end development to better understand how design comes alive in the digital world.

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

MARCH 2018 – PRESENT (Remote)

- Delivered branding, visual identity, and marketing assets for clients in various sectors including culture, wellness, and e-commerce.
- Designed content for websites, social media, presentations, and printed materials.
- Created visuals aligned with each client's brand, ensuring quality and consistency.

MARKETING DESIGNER • Mindgeek

AUGUST 2020 – JUNE 2022 (Montréal, Canada)

- Designed promotional banners, social media assets, and marketing materials for internal and licensed brands using Photoshop and Illustrator.
- Edited and retouched photos for web and promotional use, ensuring high visual standards.
- Created mockups and wireframes in Adobe XD to support digital design projects.
- Managed multiple design requests, incorporated feedback efficiently, and met tight deadlines.
- Presented final concepts and contributed creative ideas across brand initiatives.

FREELANCE DESIGNER • Popload/T4F

2018 - 2020 (Remote)

- Developed visual identities for major events and festivals such as Popload Festival, Popload GIG, GRLS! Festival, and Popload Social.
- Designed marketing assets for sponsors and partners, ensuring brand alignment and visual impact.

LANGUAGES

Portuguese (Native)

English (Fluent)

French (Advanced)

PROFESSIONAL DEVELOPMENT

AEC Web Design and Development

Collège de Maisonneuve
(Canada, 2023-2025)

Design UI

Collège de Maisonneuve
(Canada, 2024)

Design UX & Design thinking

Collège de Maisonneuve
(Canada, 2020)

Tremplin pour allophones et personnes immigrantes

Collège Rosemont
(Canada, 2019)

Francisation

Cégep du Vieux Montréal (Canada,
2018)

Branding: Building and Managing Brands,

FGV (Brazil, 2014)

Responsive Design

iMasters Lab (Brazil, 2013)

Project Management

Abril Group (Brazil, 2013)

User Experience Design Training Program

JumpEducation (Brazil,
2012)

Google Analytics

Abril Group (Brazil, 2012)

Photoshop Marathon

DRC Treinamentos (Brazil, 2011)

- Collaborated cross-functionally and maintained visual consistency while incorporating feedback from multiple departments.
- Managed multiple projects simultaneously, meeting tight deadlines and diverse design needs efficiently.

SENIOR DESIGNER - Abril Group

JULY 2012 – JANUARY 2018 (São Paulo, Brazil)

- Led the Design & UX team, delegating tasks and guiding visual direction for campaigns, interfaces, and events.
- Collaborated on marketing and product projects from concept to launch, actively contributing to UX efforts including sprints, wireframes, and user flows.
- Designed responsive websites and interfaces for the iba clube and GoRead platforms across desktop and mobile (iOS/Android).
- Produced print and digital marketing materials, including email campaigns, banners, presentations, and advertising.
- Designed ebooks in Adobe InDesign and prepared print-ready files while maintaining an organized asset library.
- Set creative direction and promoted best practices, tools, and brand alignment across the company.
- Worked cross-functionally to develop tailored design solutions and reviewed partner materials to ensure brand consistency.

FREELANCE DESIGNER - Spotify

2015 - 2017 (Remote)

- Designed visuals for the European and Latin American markets, including emails, banners, and social ads.
- Adapted visuals to meet the requirements of different formats and languages for social ads, banners, and emails.

DESIGNER - Buscapé Group

JANUARY 2011 – JULY 2012 (São Paulo, Brazil)

- Designed and developed marketing campaigns, presentations, e-mails, banners, and other promotional materials (print and digital).
- Researched and created new website features such as product comparisons, printable product information, customer reviews, purchase protection, FAQ page, and a shopping list.

WEB DESIGNER - TV Cultura

JANUARY 2010 – DECEMBER 2010 (São Paulo, Brazil)

- Designed a TV show website, as part of the Design team
- Monitored social networks during the live tv show and created content for the blog.