

MARIANA PATO

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marianapato.com

UX/UI and Web Designer with experience in e-commerce, digital branding and omnichannel design. Combines creative thinking with a strategic, user-centred mindset to create responsive, accessible experiences and optimize customer journeys and web performance.

EXPERIENCE

WSA • Graphic & Web Designer • May 2022 – Present

- Redesign UX/UI for e-commerce and corporate websites across sectors including fashion, F&B, health, tourism, and finance, by restructuring navigation flows, simplifying layouts, and improving responsiveness – enhancing usability and reducing drop-offs.
- Design responsive UI for digital platforms by creating modular, scalable components – enabling personalization and omnichannel consistency, and streamlining collaboration with developers.
- Build and adapt layouts in WordPress in close collaboration with developers, ensuring accessible, well-structured pages aligned with WCAG principles and optimized for performance.
- Develop visual identity systems applied across digital and physical channels – from websites to packaging and signage – ensuring consistency and recognisability at every touchpoint.

BYD - Boost Your Digital • Senior Graphic Designer • March 2019 – April 2022

- Led the design team in delivering digital assets across social media, newsletters, and landing pages, ensuring visual consistency and alignment with brand and campaign strategy.
- Designed content to support engagement, lead generation, and conversions, working closely with the marketing team and improving results through A/B testing, data-informed decisions and rapid iteration.

Clube Intercultural Europeu • Graphic Design Intern • March 2016 – June 2016

- Created visual identities and materials for EU-funded projects using participatory design to support inclusion, education and youth engagement, while developing my master thesis on visual communication and social impact.

EDUCATION

Post Graduation UX and Service Design • Carnegie Mellon Academy Portugal • 2024 – 2025

- Developed the concept and prototype of a mobile app as the final project, helping users understand network coverage and manage data through user research, journey mapping, and conversion rate optimization principles.
- Optional modules: Service Design, Accessibility, Storytelling for UX and Go-to-Market Strategy.

Master in Communication Design • Faculty of Architecture, University of Lisbon • 2016 – 2018

Bachelor in Design • Faculty of Architecture, University of Lisbon • 2013 – 2016

SKILLS

- **UX/UI & Web Design:** Figma (prototyping, user flows), responsive and accessible design, front-end WordPress.
- **Branding & Visual Communication:** Adobe Photoshop, Illustrator, InDesign; visual identity systems (digital & print), editorial design, packaging, signage, basics of After Effects.
- **Languages:** Portuguese (Native – C2), English (Working Proficiency – C1), Italian (Working Proficiency – B2.1).

CERTIFICATIONS

UX Design Foundations • Edit • 2022