



Mariana

MARIANA STARIOLO

UX Designer in Munich

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ABOUT

I'm an Argentinian UX/UI Designer with +14 years of experience, based in Munich, Germany. I've designed products and features for +3 billions of users (Google), and for startups and mid/small companies. From ideation, wireframing, prototyping until the final product, collaborating with cross-functional stakeholders.

Tools and Skills: UX Design, UI Design, Prototyping, Problem solving, User reasearch, Wireframing, Project Management, Figma, Axure, Sketch, Adobe CS, HTML/CSS, Wordpress, Asana, Jira

EXPERIENCE

Google (Contract)

Chrome

Sep 2019 - Present

As part of the Chrome Browser team, I designed solutions navigating ambiguity (with tools like problem-solving, cross-functional communication, and research) for complex problems in the identity space.

- Designed UI Interface "profile picker" for Desktop to help +3 billions of users to separate personal and work browsing data. Increasing profiles creation by 107%, exceeding our product goals.
- Collaborated with engineers, designers, researchers, and UX writers across countries to designed user experiences for edge cases related to store passwords.
- Designed solutions for mobile (iOS and Android) for non-sync users, which improved the value and rates of signed-in users by 20%.
- Contributed to Chrome design system for Desktop, Android, and Bling with patterns that help to accelerate the design process of +50 designers.
- Designed prototypes to use in user research studies.

Whoppah

[whoppah app](#)

June 2018 - Sep 2019

As a solo-designer, I lead the product design from ideation until production. Designing the design system for the mobile app.

- Identified pain-points around buying and selling second-hand furniture in The Netherlands through market analysis, customer research, and interviews.
- Designed cross-platform products (iOS and Android app, website), which helped +25.000 users buy and sell furniture in the 30 days post-launch.
- Prepared the material to present a prototype, which got +1 million euros from investors.
- Conducted remote usability tests with over 100 users (UX Cam), identified usability issues and solved them, thereby improving the efficiency and effectiveness of our products.

Mariana Stariolo
marianastariolo.com
May 2015 - Present

Along with my freelance career, I helped engineers and small/mid-size companies to facilitate the design process, present and iterate design solutions to offer delightful experiences to users.

- Designed user flows and Journeys for multiple personas including customers, vendors for different projects, incorporating user insights, business requirements, and technical constraints.
- Managed cross-functional teams (usually 4 people per team), from the discovery phase (problem-solving, research) until implementation (HTML/CSS, WordPress).
- Delivered UX solutions for problems of large complexity. Worked through ambiguity, and adapted the approach to meet the needs of different stakeholders.
- Organized research initiatives, employing both qualitative and quantitative methods to get feedback from users and evaluate the effectiveness of my designs.

Hábitos
habitos.com.ar
May 2015 - Sep 2019

As an entrepreneur, I identified the necessity in Cordoba (Arg) for a place that offers and informs society about eating habits that improve people's quality life.

- Designed a non-digital store that offers people the experience to buy products while they receive the necessary information to include food as a daily diet.
- Managed a team of 8 people, between nutritionists and sellers.
- Managed social media, which got +10000 followers on Facebook and Instagram.

720 Desarrollos
Jan 2008 - Feb 2015

As a co-founder, I created an agency that offers web solutions, from design to implementation.

- Led and managed Dev and Design teams
- Created in an Agile approach with Low/High fidelity mocks, prototypes to iterate design solutions.
- Created pixel-perfect HTML/CSS and WordPress themes.

Suquia Argentina
Jan 2007 - Jun 2008

- As lead designer, Led communication between the Argentinian and US teams.
- Planned, design, prototype, and launch strategies to sell more through "transparency", avoiding dark patterns while offering to users a great support system. As a result, the sales of alarms increased by +152% in 6 months.

EDUCATION

Mobile User Experience Design

Interaction Design Fundation
2019

Full Stack Web Development

Free Code Camp
2019

Multimedia Design Technician

IES Siglo 21 University
2005 - 2008