

MARIANA STARIOLO

UX/UI Designer



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Specialties include: User Experience design: problem-solving, wireframing, prototyping, User Interface design (desktop and mobile design), HTML/CSS, Wordpress, research plan, and user testing. I will also slay you in at the gym, and I'll make you eat healthier and tastier.

I'm always looking for a new problem to solve, so if you've got a doozy you need a hand with, feel free to contact me directly at mariana@720desarrollos.com. You can also find me at www.marianastariolo.com

KEY SKILLS

Hard Skills

UX/UI Design

Problem-solving

Figma

HTML/CSS

Wordpress

UX Cam / Hotjar

Soft Skills

Project Management

Team Leadership

Empathic communication

WORK EXPERIENCE

GOOGLE (Contract via Nash Direct GmbH)

UX Designer

Sep 2019 - Present

I joined Chrome, the Identity team. It was the best experience of my career. The challenges:

- Identified and solved problems for edge cases
- Made my design accessible for everyone
- Communicated and negotiated with stakeholders
- Planned and ran research studies with researchers
- Created user-stories translated from wireframes to final-mocks and prototypes
- Designed User Interfaces for native APPs (mobile and desktop), and web

WHOPPAH

UX/UI Designer

June 2018 - Sep 2019

I joined the company when it was just an idea, and I saw the company grow from scratch.

As a UI Designer, I've been involved in different tasks such as:

- Planned and ran research studies
- Identify user problems and plan the solution as a team player
- Designed the User Interfaces for native APP (Android and iOS)
- Designed the e-commerce platform based on Material Design and marketing material (newsletters, landing pages)
- Planned and ran user testing focused on user behavior with the goal to improve features

MARIANA STARIOLO

UX/UI Designer

May 2015 - Present

This is my brand, my freelance career as a UX/UI Developer. My tasks:

- Planned and ran UX research
- Designed User Cases and Custom Journeys
- Designed low-fi and high fidelity wireframes.
- Designed responsive User Interfaces (having in mind the mobile-first user experience) with a human-centered design approach
- Designed mobile apps User Interfaces
- Designed prototypes
- Ran User behavior analysis with Hotjar
- Implemented designs using HTML/CSS (hand-coding or using bootstrap).
- Implemented designs into Wordpress

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EDUCATION

Mobile User Experience Design Certification

Interaction Design Fundation

2019

UX/UI Design Certification

Acámica

2017

Full Stack Web Development Certification

FreeCodeCamp

2016

Multimedia Design Technician

IES Siglo 21 University

2005 - 2008

WORK EXPERIENCE

HÁBITOS

Co-Founder |

Business designer

May 2015 - Dec 2018

Hábitos is a healthy food store located in CBA, Arg. I started this business from scratch.

- New business from zero, I implemented service design techniques.
- Lead a team of salesmen.
- Created motion and visual style guide to be consistent in the different sales channels.
- Designed and developed a responsive eCommerce platform for the company.
- Managed social media. We have more than +10k real followers on Facebook and more than +4k followers on Instagram.

720 DESARROLLOS

Co-Founder,

HTML/CSS Dev,

Project manager

Jan 2008 - Feb 2015

I started at 720 Desarrollos with my husband.

Our web development skills combined with my background in project management helped us to quickly build the business and we've grown each year, adding new team members along the way.

- Managed and coordinated tasks of a talented team of designers and developers as well as freelance partners.
- Designed, built, and managed web and mobile products for global clients (Argentina, USA, UK, Germany, Switzerland, and Australia)
- Implemented front-end designs from different marketing companies using HTML/CSS (pixel-perfect development with W3C standards) and Wordpress.
- Supervised projects and communication with vendors giving inputs on photography, typography, motion, interactions, technology, and the latest trends.
- Involved in the hiring process of designers.

SUQUIA ARGENTINA

Lead Designer

Jan 2007 - Jun 2008

• Led a small team of designers on B2C related projects.

- Designed wireframes and visual layouts and collected feedback from internal stakeholders on those designs, using both qualitative and quantitative data to inform product decisions.
- Implemented the front-end designs of these products in production using HTML/CSS (table-less and IE6 compatible).