Mariana Martinelli

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WORK EXPERIENCE

Americanas
Product Designer| UX/UI

Rio de Janeiro, RJ - Brazil
2021 - 2023

The Americanas is one of the largest companies and E-commerce in the retail and e-commerce sector in Brazil, with over 1,700 physical stores, a digital presence on the web, and iOS and Android applications.

Projects and Key-achievements:

- New multiple-step checkout: achieved over 0.4% approved payments, increased by 12% in non-canceled orders, reduced denied orders by 31%, and achieved a significant advancement of over 2.6% in checkout completions;
- Native iOS checkout: achieved a conversion rate of over 1.8%;
- Native Android checkout: recorded a conversion rate of over 3.2%, with a notable increase of 22.3% in Ame payment conversions, over 20% in Pix payment conversions, and a rate of 13.5% in bank payment slip conversions.

Responsibilities:

- Ensure design consistency and adherence to brand guidelines by incorporating elements of the Design System to maintain uniformity in developed solutions;
- Use Figma and Adobe XD to create interface prototypes at different fidelity levels, ensuring effective visualization and validation of proposed solutions;
- Lead the discovery process and actively participate in in-depth research, using usability tests and non-moderated tests in collaboration with the design research team to identify valuable insights;
- Collaborate with developers, product owner, product manager, UX writing, UX research, and data analysts, utilizing communication and facilitation skills to find design solutions aligned with the requirements of the development cycle;
- Facilitate team buildings to strengthen the integration of the Design Team, aiming to reduce the distance in the remote work environment, resulting in continuous improvement of team products and services, promoting a design culture and UX mindset;
- Collaborate on projects with Agile methodologies, participating in ceremonies such as sprints, planning, and review, as well as specific design ceremonies like critiques and chapter, to ensure an iterative and user-centered approach in various projects;
- Define success metrics, analyzes existing data, and develops a metrics plan with the aim of continually incorporating feedback into the product, aiming to consistently enhance the user experience.
- Documents UX/UI design processes clearly and efficiently, conducts handoffs to the engineering team, and ensures a proper understanding of the proposed solutions.

BRj comunicação
Account Executive

Rio de janeiro, RJ - Brazil
2019 - 2020

The BR-J is a Rio de Janeiro-based agency that works on various marketing and advertising projects. Its main clients are FGV and Nossa Drogaria.

Responsibilities:

- Use the RunRun.it platform to efficiently plan, execute, and monitor marketing and product projects;
- Ensure that projects were timely, within budget, and met client objectives;
- Collaborate with multifunctional teams, including designers, to ensure effective coordination with stakeholders, aligning marketing projects with organizational goals;
- Establish and maintain relationships with appropriate internal and external stakeholders, providing daily updates on project status and changes;
- Contribute to the documentation of proposed solutions;
- Participate in the development of institutional campaigns, identifying campaign objectives, researching and analyzing the target audience, creating a solid communication strategy, generating content, and selecting appropriate channels, aiming for accuracy in their execution;
- Refine and oversee the creation and distribution of the "A Nossa Drogaria" brochure, ensuring consistent bi-weekly deliveries and achieving a significant circulation of 30,000 copies, maximizing brand visibility;
- Coordinate the creation of visual communication for new stores, resulting in the successful opening of three branches of A Nossa Drogaria.
- Collaborate and coordinate the process of creating FGV's Email Marketing, achieving a successful delivery rate of over 200 emails during the period. This initiative significantly contributed to expanding the reach and impact of the foundation's school campaigns.

Clubbe TGT
Account Executive

Salvador, BA - Brazil
2014 - 2018

Clubbe'tgt is a creative hub in Salvador that works with advertising, brand activations, graphic production, and social media management.

Responsabilidades:

- Maintaining a close relationship with the customer base, providing the best experience throughout their journey within the company, ensuring satisfaction and loyalty;
- Negotiating commercial conditions with external stakeholders, utilizing negotiation skills and strategic vision to optimize agreements in favor of mutual interests;
- Monitoring orders daily, executing necessary procedures to ensure timely and quantity-based customer service, ensuring efficient operations;
- Coordinating graphic productions and brand activations, ensuring cohesion between visual identity and brand message in all initiatives.
- Collaborating with multifunctional teams (Marketing, UX, Creative, Analytics) to develop and execute digital campaigns, coordinating the approval process among respective teams, promoting an integrated and impactful approach;

- Conceiving, creating, and curating content consistently with a relevant perspective to increase the presence and engagement of our brand on social media.
- Managing a social media team, leading strategies, tracking results, and fostering a collaborative environment to achieve goals;
- Preparing social media calendars, ensuring a consistent and strategic presence aligned with the company's objectives and the needs of the target audience.

EDUCATION

Unifacs
MBA Marketing and Branding
Salvador, BA - Brasil
2013-2014

Faculdade Integrada da Bahia
Bachelor's degree in Social Communication - Advertising
Salvador, BA - Brasil
2004-2008

SKILLS

Design Thinking, Design Sprint, Wireframe, Prototyping (figma/XD), Usability, User research, Agile Methodologies, User-centered design, Accessibility, Communication.