

MARIANA MATOS

is a communication designer building systems as the foundation of strong design. She is primarily interested in publication, motion, and interaction/exhibit design.



Experience

FREELANCE DESIGNER SHINOLA

JUNE 2023-PRESENT

Designed assets for OLA Paid Media, emails, store signage, and print & digital advertising for wholesale partners

Collaborated with Product Design team on packaging and collateral

Collaborated with Graphic Design team on updated branding, including creating custom glyphs for logo, patterns, and illustrations

Assisted in campaign ideation, art direction, and photography sessions

AD HOC FREELANCE DESIGNER

DEC 2021-MAY 2023

Transformed 38 drawings into 3D motion graphic gifs gifted to employees as NFTs (for Lafayette American)

Designed and updated various exhibition signage (for The Henry Ford)

Collaborated with Exhibits team on designing and installing new rotation of What We Wore display case (for The Henry Ford)

EXPERIENCE DESIGN INTERN THE HENRY FORD MUSEUM

JUNE 2022-AUG 2022

Designed graphics and case layout for What We Wore rotating display

Collaborated with Exhibits team and curators

Managed requests with print vendors

Designed graphics for existing & upcoming exhibits

DESIGN INTERN LAFAYETTE AMERICAN

JUNE 2021-AUG 2021

Worked with Design team on client & internal projects including merch, branding research, social media posts, environmental graphics, slide presentations & mood boarding

Created assets for company website and case studies

IMAGING CENTER TECHNICIAN COLLEGE FOR CREATIVE STUDIES

SEPT 2020-MAY 2023

Printed work on laser, plotter, inkjet, and riso printers

Guided students through printing process

Provided customer service in person and via email & phone

Cashed customers out on Square POS

Education

COLLEGE FOR CREATIVE STUDIES

BFA with Honors in Communication Design

+ Emphasis on motion, typography, interaction and systems

+ AIGA Student Chapter member

Skills

Adobe Creative Suite

Figma

Riso Printing

Asana

Notion

Glyphs App

Photography

SketchUp

BULGARIAN (FLUENT) ♦ SPANISH (CONVERSATIONAL) ♦ GERMAN