



MARIANA MATIAS

Industrial and Fashion Designer

(31) 9 9434-3402

marianamatiasrs@gmail.com

31 years

www.linkedin.com/in/marianamatiasrs/

www.marianamatias.com

Rua Clélia 683, Lapa, São Paulo/SP, CEP 05.042-000

I am a product designer with strong experience in the development of clothing, footwear, and accessories. I am adept at managing the entire creative cycle: from research and collection conception to technical development. In addition to creating, I enjoy thinking strategically about product positioning. I analyze the product mix, sales performance, and use this data to build balanced collections, always aligned with brand positioning, trends, target audience, and sales goals. My background is multidisciplinary, and I have worked with apparel, footwear, jewelry, furniture, packaging, and branding, in addition to two experiences as an entrepreneur. These experiences have taught me to see the entire creative process, combining data, strategy, and creativity to build unique development opportunities.

✦ **AWARDS** **Brasil Design Awards 2025**, winner of the popular vote in the Product Design category.

✦ **POST GRADUATE** **Fashion Business**, FAAP - 2025 - in progress

✦ **EDUCATION**

Industrial Designer, UEMG - 2013 - 2017

Fashion, Senai MG - 2018 - 2018

Costume, Fundação Clóvis Salgado CEFART - 2020 - 2020

✦ **PROFESSIONAL EXPERIENCE**

Erê Lab

July/2024 - currently - Innovation and New Products

Development and creation of toys and furniture for playgrounds, 3D design and modeling, planning for creation, new products, prototypes, product mix and strategy. My first work at the company was a winner at the Brazil Design Awards 2025, an integrated project in which I developed the product, brand and packaging together.

Future Brand São Paulo

March/2022 - April/2022 - Brand Designer

Freelance design work on branding projects for Localiza and Ambev

Studio Muu

January/2020 - July/2024 - Brand Designer

Creation of Branding, Visual Identity, Packaging, Illustrations and Prints projects for clients from various segments and distinct regions of Brazil.

Tip Toey Joey

October/2018 - November/2019 – Shoe and accessories designer

I started as a Styling Assistant and in the first collection I was responsible for 90% of the designs. I worked with the design of footwear and leather accessories for the children's segment, market analysis and trend research, concept and development of collections, definition of color palettes and materials, product sheets, negotiation and quotation of materials with suppliers, follow-up with the factory for prototype development, fit testing and model correction, approval of samples and production scaling.

Agora Eu Era Herói

December/2015 - September/2018 – Fashion Designer

Concept, research and development of the collection, clothing design, development of all-over prints, development of localized prints, digital printing and silk screen printing, selection of materials, finishes and color combinations, size chart assembly and cutting, pattern development, production monitoring with external suppliers and graphic identity of the collections.

DiFranco

July/2016 - December/2016 – Jewelry designer intern

Creation and technical detailing of collections for major jewelry companies in Brazil such as Aulore, Herreira, and Monte Carlo. Monitoring and development of products done remotely with factories in China and India.

HARD SKILLS

- Design and Illustration
- Colors and Style
- Pattern Making, Cutting, Sewing and Printing
- Collection Development
- Product Mix and Pyramid
- Research, Trends and Behavior
- Branding and Naming
- Visual Identity
- Art Direction
- Packaging
- Materials and Production Processes
- Industrial Design
- Technical Specifications

SOFT SKILLS

- Refined aesthetic sense
- Awareness of trends
- Organization and ability to keep track of schedules
- Attention to detail
- Proactive and self-managed tasks
- Clear communication
- Teamwork and collaboration
- Multidisciplinary perspective

TOOLS

- 3D - Solidworks
- Graphics - Illustrator, Photoshop, Indesign, PPT, Corel Draw
- Video - After Effects
- Illustration - Fresco, Procreate
- UX/UI - Figma, XD

LANGUAGES

- Português - native
- Inglês - intermediate (currently studying)

 **References available upon request.**

