

Mariane Pereira Rubinato

With a foundation in Product and Visual Design, I ship products and solutions. With 6 years experience, I lead design strategy for 2 launched mobile apps and collaborate with several projects for mobile and desktop interactions. I move fast across the full cycle identifying opportunities, designing solutions, and testing them in a process focused on impact without disregarding the delight of a well-crafted interface.

Porto, Portugal

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WORK EXPERIENCE

Bliss, Local — *Product Designer*

Nov, 2025 - Now | Porto

Collaborate with a global leader in smart urban IoT infrastructure, shipping a multi-platform app (iOS/Android) as a new product across a complex ecosystem — aligning user needs, business goals, and engineering constraints. Accomplishments:

- Shipped proof of concept in 2 months and first release in 6 months on stores, a high-velocity build cycle that required a day-to-day collaboration with engineering.
- Design workflow AI-supported using Figma Make to prototype faster and Claude to support strategy, research synthesis, and feedback..

Craftable, Local — *Product Designer*

Feb, 2025 — Oct, 2025 | Porto

Collaborate between cross functional teams to drive research and concept ideation to digital products. Accomplishments:

- As part of a cross-functional team, investigate and document best practices for design specifications for AI-supported front-end development (V0, Claude and Figma Make);
- Conducted research and prototyped for a conversational AI-based onboarding flow;
- Conducted research, concept ideation and high-fidelity prototypes for an enterprise IoT device management mobile app, defining key functionalities to address corporate security, scalability, and operational efficiency requirements.

Bunker, Local — *Product Designer (full-time on Rediredi)*

Aug, 2022 — Jan, 2025 | Remote

Joined the founding team of Rediredi as principal product designer, a B2B platform helping small and medium businesses streamline online sales management.

Accomplishments:

- Identified and implemented improvements to the desktop onboarding journey, increasing new user activation from 58% to 72% and improving conversion to paying users;
- Shipped the mobile app (iOS/Android) end-to-end, growing platform reach to 10K+ users with the new mobile product.

SKILLS

Research
Visual Design
AI prototyping
Usability tests
UI Animations
Design System
Workshop facilitation
Product strategy
Data visualization
Mentoring

INDUSTRIES

IoT and Smart Urban Infrastructure
B2B SaaS
E-commerce
Retail tech

LANGUAGES

Portuguese (Native)
English (B2)
Spanish (B1)

Carrefour, Local — *UX/UI Designer*

Aug, 2021 — Jul, 2022 | São Paulo

Martin Luz, Local — *Designer*

Feb, 2021 — Aug, 2021 | São Paulo

Duee — *Intern*

May, 2019 — Jan, 2020 | São Paulo

EDUCATION

Design Studies — *Master of Arts*

Faculty of Fine Arts, University of Porto, Class of 2023

Visual Arts — *Bachelor's degree*

Arts Institute, Universidade Estadual de Campinas, Class of 2018

PUBLICATIONS

"From Navigation to Animation: An Analysis of Scroll-Driven Animations in Interactive Web-Based Artifacts."

Published at CONFIA 13th International Conference on Illustration and Animation, 2026

ISBN: 978-989-36882-1-2 | DOI: 10.48766/2135-j335

"Surprising Gesture: Scroll-driven Animations as an Opportunity for Playful Interaction."

Published at UNLOOP Symposium on Interaction and Computational Media, 2026.

ISBN: 978-989-9279-31-5 | DOI: 10.34626/2026/9r94-sx78