

Marianela Torres Maciel

Senior Product Designer

Buenos Aires, Argentina

marianelatorremaciel@gmail.com

nanaelse.com/work

linkedin.com/in/marianelatorresmaciel

PROFESSIONAL SUMMARY

Product & Brand Designer with 7+ years of experience building intuitive digital products and cohesive design systems for startups and established companies across Argentina and the US. Skilled at operating at the intersection of high-fidelity visual craft and systemic strategy, spanning UX/UI, brand identity, interactive prototyping, and motion design. Proven ability to partner cross-functionally with product, engineering, and strategy teams, translate complex requirements into clear user journeys, and present design decisions with confidence to both technical and non-technical stakeholders. Full professional proficiency in English.

EXPERIENCE

Product Designer | SCVsoft | Buenos Aires, Argentina (Hybrid) Mar 2024 – Present

- Partnering with product owners from the ground up to define brand identity and product direction, ensuring alignment between business vision and user needs across web and mobile platforms.
- Architected and maintained design systems that prioritize narrative-driven storytelling, developing reusable patterns and component libraries in Figma that brought product stories to life.
- Crafted intuitive user journeys using clear content hierarchies, micro-interactions, and motion design, reducing friction and driving user engagement across key product flows.
- Collaborated cross-functionally with strategy and development teams to ensure design intent was technically feasible, bridging concept to delivery seamlessly.
- Championed design quality and consistency throughout every phase of the product lifecycle, presenting work directly to stakeholders and articulating how specific design decisions drive user success.

Brand Designer | SCVsoft | Buenos Aires, Argentina (Hybrid) Dec 2021 – Mar 2024

- Developed and evolved visual identity systems, brand guidelines, and UI component libraries used across product and marketing touchpoints.
- Created high-fidelity prototypes and design assets that communicated design vision to engineering and leadership teams.
- Established systematic approaches to brand expression that ensured consistency across digital and physical channels.

Graphic Designer & Editor | Dream Awake | United States (Remote) Oct 2019 – May 2022

- Supported the full creative build of a wellness brand—producing video content, designing and developing the website, and creating visual and written content across all digital channels.
- Designed and delivered an end-to-end digital experience for an online course platform, applying UX principles to improve user navigation and content hierarchy.

Head Graphic Designer | Heroclip® Carabiner Hook Clip | Seattle, WA (Remote) Oct 2019 – Feb 2022

- Led end-to-end creative direction across digital and physical touchpoints for a US-based consumer product brand, overseeing a full overhaul of their visual identity system.
- Designed and executed email marketing campaigns via Klaviyo and rebuilt social media visual strategy, increasing brand cohesion across all customer-facing channels.

Template Designer (Contract) | Canva | (Remote) Jun 2020 – Sep 2020

- Designed reusable templates for book covers, social media, and educational content within Canva's global template library, creating scalable design patterns that balance visual impact with structural consistency across diverse formats and audiences.
- Produced assets across multiple content categories simultaneously, developing fluency in systematized visual design and how design decisions translate at scale across a large-scale, user-facing product platform.

Freelance Designer – Brand, UX/UI & Content | Upwork | Remote Jan 2018 – Feb 2022

- Delivered brand, editorial, and digital design for a diverse global client roster including Unilever and Avalon—producing presentation decks, social media visuals, UX/UI assets, and marketing materials.
- Applied systematic design thinking to rapidly iterate across multiple industries, consistently translating complex briefs into polished, conversion-focused creative.

SKILLS

Design Tools: Figma (expert), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

AI & Prototyping: Generative AI tools (Claude, Runway, v0, Gemini, AI Studio), high-fidelity interactive prototyping

Technical: HTML, CSS, JavaScript fundamentals, React, Tailwind CSS, responsive design, web & mobile platforms

Design Disciplines: UX/UI Design, Design Systems, Brand Identity, Visual Design, Motion & Interaction Design, Prototyping, Content Strategy

Soft Skills: Cross-functional collaboration, client presentations, design strategy, stakeholder communication, mentoring

Languages: English (full professional proficiency), Spanish (native)

EDUCATION

Bachelor's Degree in Graphic Design 2014 – 2018

Universidad de Buenos Aires

Image & Sound Design 2007 – 2015

Universidad de Buenos Aires