

Marilia Porto

UX/UI Designer | Visual Designer

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Multidisciplinary designer obsessed with the continuous improvement of digital products through testing and flow analysis, beyond aesthetics. With over 10 years of experience in visual design, branding, and interface creation, my focus today is on digital product design. I hold a degree in Advertising and Marketing and certifications in UX Design (Germany) and UI Design. I am proficient in software such as Figma and Adobe Creative Cloud and no-code tools, with working knowledge of HTML/CSS. I am committed to constant learning, focused on delivering consistent, attractive layout aligned with business and user needs.

Experiência Profissional

Digital Designer, Freelance Visual Designer

Various Brands | May 2020 – Present | Remote

- Developed 10+ visual identities for digital products and personal brands, aligning aesthetics with business objectives to enhance recognition and credibility.
- Built and updated 4+ no-code landing pages using tools such as WordPress, Wix, Framer, and Webflow, always based on research, analysis, and testing to deliver continuous improvements to business performance and user flow.
- Created digital assets for social media and other communication channels, leveraging AI as a support tool for layout insights and research.

Art Director & Partner

Muby Comunicações | December 2019 – October 2020 | Remote

- Co-founded the agency: developed communication strategies in partnership and created the institutional visual identity, including icon design and website layout.
- Presented proposals with approximately 70% approval rate in prospecting efforts.
- Created 130+ pieces for social media campaigns, ensuring alignment with marketing strategies and visual consistency.
- Collaborated with developers and marketing teams in the development of 2 responsive websites, conducting research and usability testing, designing interfaces according to each brand identity, and presenting proposals to clients.
- Produced conceptual illustrations, icon design, and video editing to deliver impactful visual narratives for digital products

Art Director, Graphic Designer

Salvabras LTDA | December 2016 – May 2018 | São Paulo, Brazil

Institutional Design:

- Website redesign: design and structure orientation, oversight, and handoff.
- Created product catalog with samples — primary prospecting asset.

Packaging Design & Branding:

- Refreshed visual identity of the flagship product (Salva Piso) and created new training materials (folders and POS banners) that drove sales.
 - Developed visual identities for 7+ new products and packaging with technical illustrations that accelerated public understanding of each innovation.
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Education

Bachelor's Degree in Advertising and Marketing

Universidade Anhembi Morumbi | Jan 2012 – Jul 2017 | São Paulo, Brazil

- Advertising Creation: Copywriting, Photography, and Audiovisual Production.
- Market Research and Consumer Behavior.

Undergraduate Degree in Visual Communication

Centro Universitário Senac | Aug 2007 – Dec 2010 | São Paulo, Brazil

- Focused on graphic design projects, ranging from visual identity creation to material production for various platforms
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Additional Training

CSS3 - Styling Web Pages with Style

Federal Institute of Education, Science and Technology of Rio Grande do Sul | July 2026 – In Progress

- Introduction to CSS3: Origin, Syntax, Selectors, and Basic Rules.
- Styling Texts, Colors, and Backgrounds.
- Layout Manipulation: Positioning, Margins, and Padding.
- Element Styling and Visual Effects.

HTML5 - Fundamentals for Building Modern Web Pages

Federal Institute of Education, Science and Technology of Rio Grande do Sul | June – July 2026

- HTML Semantics.
- Content Structuring, Lists, and Forms.
- Accessibility and Front-End Best Practices Applied to UX/UI.

User Interface Design

UI Expert | Janeiro de 2025 a Julho de 2026 | São Paulo - SP

- Cognitive Principles Applied to Intuitive Interfaces.
- Advanced Figma: Wireframes, Micro-interactions, and Prototyping.
- Redesign of 3 websites + real estate sales/rental app, with navigable prototypes featuring 20+ interactive screens.
- Highlight Project: Complete Banking App (high-fidelity prototype with 40+ navigable screens).

Basic Programming JAVA I

Federal Institute of Education, Science and Technology of Rio Grande do Sul | March – April 2026

- Code Structuring and Introduction to Software Development.
This training expands my technical vision and strengthens my UX/UI work, especially in creating interfaces aligned with implementation reality and collaborating with development teams.

Introduction to SCRUM

FGV Online | May 2026

- Agile Methodologies - Introduction to the Scrum Framework.
- Product Development and Priority Management.

User Experience Design (UX Design)

XDi Experience Design Institute | Oct 2023 – Apr 2024 | Germany

- 600-hour professional course:
 - UX Research, Analysis, and Usability Testing.
 - Strategy, Structure, and Planning of Digital Products.
 - Information Architecture and User Flows.
 - UI Design and Interactions.
 - **Final Project:** Responsive website including the challenge of creating functionalities for digital public services and tourist assistance, totaling a prototype with 10+ interactive screens.
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Software / Tools

Figma | WordPress | Framer | Webflow

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere | Adobe After Effects

Languages

- German: Advanced (B2 Certified by Telc - Trossingen, Germany)
- English: Advanced (Navitas English School Certificate - Perth, Australia)
- Portuguese: Native Brazilian