

Fernanda Mares

Product Designer with over 6 years of professional experience.

EXPERIENCE

Visio, Product Designer

Nov 2025 - Now

- Led product and brand design for a AI-driven video start-up focused on urban monitoring and smart city infrastructure.
- Designed product's information architecture and core user flows from early concepts through wireframes to final delivery.

Olist Store, Product Designer

Apr 2023 - Dec 2024

- Product designer for a SaaS e-commerce platform empowering thousands of sellers on platforms like Amazon and Mercado Livre.
- Led the redesign of the sales campaign experience, driving the launch of 1,400+ massive promotions within 90 days.

Olist México, Latam Product & Brand Designer

Oct 2022 - Apr 2023

- Led the internationalization of the Olist brand system for the Mexican market, orchestrating the localization of product experiences for over 50 businesses.
- Conducted design research and UX writing to optimize global seller journeys, ensuring a seamless and localized experience across different regions.

Vertra, Co-founder and Head of Design

Nov 2019 - Apr 2022

- Led the 0→1 design strategy and end-to-end user experience for a mobile-first real estate platform, delivering scalable interfaces across mobile and web.
- Orchestrated the UX/UI roadmap and product consistency, managing SEO-focused UX writing that drove a 30% increase in organic traffic.

Plugify, Product Designer

Apr 2022 - Oct 2022

- Designed B2B experiences, evolving product interactions and interface visuals to drive user engagement and platform efficiency.
- Led discovery using Problem & Solution frameworks to identify user needs, translating pain points into high-impact design solutions.

PORTFOLIO & WORK

[fernandamares.framer.website
in/fernandaamancio](https://fernandamares.framer.website/in/fernandaamancio)

CONTACT

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TOOLS

Figma (Advanced), Figjam, Adobe Creative Suite, Miro, Canva, Adobe Fonts, Google Fonts, Keynote, Maze, Hotjar, Notion, Typeform, Google Analytics, Confluence, Mixpanel, Slack

SKILLS

Interface design
Usability testing
Wireframing
Prototyping
Design research
Design strategy
Stakeholder Interviews
Persona
Documentation
Smart animations
SEO

LANGUAGES

Portuguese
English
Spanish
French

EDUCATION

Shillington School of Design, Digital Design Scholarship
2025

Design Lab, Advanced Figma
2024

Aprender Design, Developing Identities
2023

PUC Minas, Bachelor
2016 - 2021

DBB, English Translation
2017 - 2018

Universidad de Granada - Spain, Bachelor
2018 - 2019

Tagarela School, Oratory
2016

EC Montreal - Canada, French
2015

International Language Schools of Canada,
Communication and Leadership Scholarship
2015

VOLUNTEER

Brota Vidigal, NGO Volunteer Designer
July 2025 - Now

Pro bono role designing brand identity and campaign materials to support fundraising efforts and boost the sales of entrepreneurs from the Vidigal Favela community.

Verde + Limpo, Cofounder of green sustainable project
2021 - 2023

Non-profit socio-environmental organization dedicated to cleaning green areas in Belo Horizonte and the metropolitan region, besides providing environmental education.

ADDITIONAL INFORMATION

Universidad de Granada, Design and translation

Case study focused on usability and translation functionality, analyzing user friction for international students in mobile environments