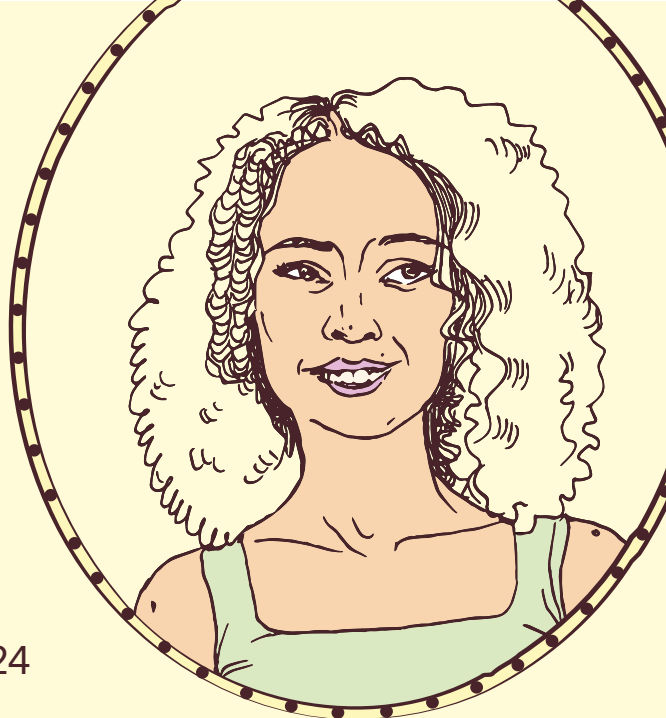


MARIANA PORRAS

GRAPHIC DESIGNER
ART DIRECTOR

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Winner
Artigiano in Fiera 2024
(Official Illustration)



At 18, I left Guatemala for the other side of the world to build a life in design. Moving between cultures taught me to see things differently, and that personal growth is what drives my creative work today. Now based in Milan, I'm an art director and illustrator who builds brand identities and editorial visuals with a strong eye for typography and cohesive systems.

EDUCATION

Politecnico di Milano

M.A. Art Direction & Copywriting

Expected May 2027

Art direction, visual concept development, storytelling, consumer & cultural insights.

IED
Istituto Europeo di Design

Graphic Design
& Visual Communication

2022–2025

EXPERIENCE

Friandise, Bakery

Brand Designer & Marketing Manager

2022–Present

Built and maintain the brand identity system (typography, colour palette, templates) used across print and digital.

Designed menus, packaging and promotional print under one consistent visual language.

Art-directed Instagram content from concept to final asset, including photo direction on shoots. Plan content calendars and seasonal campaigns aligned with business goals.

Cargo High-Tech, Furniture

Content Creator & Graphic Designer

2025–Present

Art-directed social media campaigns for product launches and new collections, from concept to final assets.

Designed newsletter graphics and email layouts consistent with the brand identity.

Created print materials, including posters and in-store signage, and handled the files for production.

Designed social assets and promotional materials within brand guidelines.

SKILLS

Creative: Art Direction · Brand Identity · Editorial Design · Typography
Layout & Grids · Illustration · Packaging · Motion Graphics · Storytelling
Tools: Adobe Illustrator · InDesign · Photoshop · After Effects · AI tools
Digital: Social Media Management · Content Planning

LANGUAGES

Spanish (native)
English (advanced)
Italian (fluent)
French (beginner, currently studying)