

# MARIANA PEDROSA

graphic and service design

## CONTACT



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## PROFILE

I have passion, perspective and purpose. I believe that, as designers, we have a responsibility to create positive change. Design is for me a way of identifying and understanding complex service systems while solving problems and inspiring people by providing them with meaningful experiences.

As part of the Service Design programme at the Royal College of Art, in which I obtained a distinction, I work on a range of projects that allow me to combine my creative design background and experience with marketing tools to create innovative strategic solutions to a set of identified issues. Throughout my training and professional life I have been an engaged problem solver capable of thinking both analytically and imaginatively who aims to turn ideas into realities.

## LANGUAGES

- . Portuguese [native speaker]
- . English [fluent]
- . Spanish [basic]

## WORK EXPERIENCE

Service Design Intern [July - September, 2015]

**Holmes Care Group, UK** | [holmes-care.co.uk](http://holmes-care.co.uk)

- . Led the company's rebranding and market repositioning process
- . Coached service design workshops with the marketing and HR teams
- . Conducted internal staff stakeholder research and in-depth interviews with different members of the care home staff and its users

*Biggest Achievement: introduced service design methodology and delivered insights on how Holmes Care could improve its rating from the Care Quality Commission.*

Service Design Intern [June - August, 2015]

**Loowatt, UK** | [loowatt.com](http://loowatt.com)

- . Analysed Loowatt's current service model during field research at four festivals in the UK
- . Produced a report with insights for Loowatt's CEO and future investors

*Biggest Achievement: identified users' needs and perceptions of the brand and assessed technical and operational communication issues.*

Service Designer Consultant [January, 2015 - Present]

**ORBE, Brazil** | [orbepan.com.br](http://orbepan.com.br)

- . Forecasted international trends
- . Planned and took part in desk and field research in both private and public sector projects
- . Developed project management structures

*Biggest Achievement: gave input based on international experience and delivered cross-geo-cultural solutions to a major public project in Recife.*

Graphic Designer & Marketing [February - September, 2013]

**Folha de Pernambuco, Brazil** | [folhape.com.br](http://folhape.com.br)

- . Provided graphic assets for various departments
- . Organised promotional events

*Biggest Achievement: established a visual identity guideline for internal communication while creating the wayfinding system.*

## EDUCATION

[UK, 2014- 2016]

MA in **Service Design** at Royal College of Art | [rca.co.uk](http://rca.co.uk)

- . Dissertation: "Recife, stolen city - reflection on people centred city planning" | Grade: Distinction

[Brazil, 2012 -2013]

MBA in **Marketing** at FCAP | [fcap.adm.br](http://fcap.adm.br)

[Brazil, 2010 - 2013]

BA in **Graphic Design** at Faculdades Integradas Barros Melo with honours | [barrosmelo.edu.br](http://barrosmelo.edu.br)

[Brazil, 2008 - 2011]

BA in **Interior Design** at Faculdade Boa Viagem with honours | [fbv.edu.br](http://fbv.edu.br)

## EXTRA - CURRICULAR *courses*

[London, 2015]

**Programming for non - programmers** at General Assembly

[Brazil, 2013]

**Editorial Design** at Escola São Paulo

[Brazil, 2013]

**Social Media Strategy** at Quartel Digital

[London, 2013]

**International Branding Week** at Brunel University

[London, 2013]

**Exploring Brand Opportunities** at University of the Arts London - Central Saint Martins

[London, 2013]

**Service Design** at University of the Arts London - Central Saint Martins

[London, 2013]

**Experience Design** at University of the Arts London - Central Saint Martins

## EXTRA - CURRICULAR *activities*

[UK, 2015]

**Workshop Facilitator** at ICAEW | [icaew.com](http://icaew.com)

April, 2015 - Future Audit Jam

December, 2015 - Designing Assurance

- . Prepared and delivered presentations and workshop content
- . Instructed different groups in how to use design tools

[Brazil, 2006 - 2014]

**Volunteer Work** at NACC (support centre for children with cancer) | [nacc.org.br](http://nacc.org.br)

- . Created the interior design project for the occupational therapy area, auditorium and classrooms
- . Supported the children and their parents in different activities
- . Negotiated and managed events to raise funds

[Brazil, 2010]

**Teaching assistant** in Graphic Project and Communication at Faculdade Boa Viagem | [fbv.edu.br](http://fbv.edu.br)

- . Planned presentations, course content and timetables
- . Assisted with exam marking
- . Tutored students

## TECHNICAL SKILLS

Ps		Pr	
Ai		Google Sketchup	
Id		AutoCAD	

## PERSO NAL INTERESTS

Drama & classic movies | Photography (Lomography & Polaroid) | Music | Literature | Travel