

# MARIANA GASTAL

*Design Strategist, Researcher and Project Manager*

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- o Passionate and experienced Design Strategist bringing forth over nine years of experience with a proven track record of successfully leading research, strategy, branding and innovation projects for global companies.
- o Winner of **Fast Company's Best World Changing Idea Award** Latin America 2021, with the **Roots project** developed for **Cervejaria Ambev (part of AB InBev)**. The project also got awarded a **Bronze Medal** at the **Positive Impact Design** category of **Brazil Design Awards 2020**. Skills involved: brand strategy, project management and user research.
- o Winner of the **Silver Medal** at the **Digital Design** category of the **Brazil Design Awards 2021** with the **Minha Pele project** for **Nivea**. Skills involved: brand strategy, UX research, product management.

## PROFESSIONAL EXPERIENCE

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**Questtonó Manyone NYC, remote • Senior Design Strategist and Researcher** 07/2022 - Present

- o Qualitative research: UX research, secondary research, user and stakeholder interviews, field research, market and competitor analysis, oversee of quantitative research
- o Development and facilitation of workshops and sprints
- o Leadership and participation in brand strategy projects: branding, innovation, design thinking, UX and UI, product and industrial design
- o Worked with American and Israeli clients such as Walmart, Alliance Laundry Systems and Caesarstone

**Questtonó Manyone SAO, São Paulo, Brazil • Project Manager** 07/2021 - 10/2022

- o Project and product management from start to finish, understanding the client's needs, managing the project's team and coordinating efforts to deliver the best results
- o Client relations, development of project quotes, goals and timelines, team assembly and hiring, budget management
- o Worked with Brazilian, American and Israeli clients such as Quintar, 1MRobotics and Gastromotiva

**Questtonó Manyone SAO, São Paulo, Brazil • Design Strategist and Researcher** 12/2018 - 07/2021

- o Leadership of brand strategy projects: branding, innovation, brand architecture, service design, design thinking, UX and retail products and services
- o Qualitative research: UX research, secondary research, user and stakeholder interviews, field research, market and competitor analysis, oversee of quantitative research
- o Development and facilitation of workshops and sprints
- o Naming for branding projects

- o Clients include Cervejaria Ambev, Nivea and The Body Shop

***Futurebrand, São Paulo, Brazil • Freelance Brand Strategist***

09/2018 - 12/2019

- o Brand strategy, brand architecture, service design, design thinking
- o Secondary research, competitor and market analysis

***Oni Design de Negócios, Brasília, Brazil • Brand Manager***

05/2014 - 11/2017

- o Strategic branding and design
- o Qualitative research, customer and stakeholder interviews, secondary research, service design, customer journey mapping
- o Graphic design, naming, copywriting, social media content

## EDUCATION

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***Social Communications Bachelor, minor in Advertising • Centro Universitário de Brasília (UniCEUB)***

*Brasília, Brazil • 01/2010 - 06/2014*

***Interactive Media Design, Bachelor • Koninklijke Academie van Beeldende Kunsten (KABK)***

*The Hague, Netherlands • 01/2013 - 12/2013*

- o Recipient of the Science Without Borders scholarship by the Brazilian government