

# MARIANA PORRAS

Guatemalan graphic designer based in Milan. I create brand identities, illustrations, and digital content with a strong focus on typography, layout, and cohesive visual systems. Experienced in food and lifestyle brands, delivering consistent assets across print and social media.



Milan, Italy  
+39 388 348 0459  
mporraso.mp@gmail.com  
@vinegartee

Winner  
Artigiano in Fiera 2024  
(Official Communication  
Illustration)

## WORK EXPERIENCE

### FRIANDISE

European Bakery

Brand Designer

(2022–Present)

Developed and maintained brand identity assets (typography, color system, templates).

Designed menus, and packaging aligned with a cohesive visual language.

Created social media layouts and story templates to strengthen brand recognition and consistency.

### FRIANDISE

European Bakery

Marketing Manager

(2022–Present)

Planned content calendars and campaigns aligned with business goals.

Coordinated content production for Instagram (design + basic photo direction).

Supported performance tracking and iterated creative assets based on engagement insights.

### CARGO HIGH-TECH

Furniture

Content Creator

(2025–Present)

Designed social assets and promotional materials following brand guidelines.

Created content for product launches and collections, on social media.

Collaborated with the team, with consistent communication across digital channels.

## EDUCATION

IED  
Istituto Europeo di Design

(2022–2025)

Graphic Design  
& Visual Communication

## SKILLS

Brand Identity  
Illustration  
Typography  
Layout & Grid Systems  
Packaging  
Social Media Design  
Content Strategy  
Art Direction  
Motion Basics

## TOOLS

Adobe Illustrator  
Adobe Indesign  
Adobe Photoshop  
Adobe After Effects

## LANGUAGES

SPANISH	Native
ENGLISH	Advanced
ITALIAN	Fluent
FRENCH	Beginner

## PORTFOLIO

