Mariana Porras Ojeda



GRAPHIC DESIGNER
ART DIRECTOR

instagram: @vinegartee
mail: mporraso.mp@gmail.com
+39 3883480459

portfolio: marianaporrasojeda.com

Guatemalan graphic designer and illustrator based in Milan. I take projects from concept research to the finished printed piece: visual concepts, layout, typography, paper and finishing choices, and photo direction. At 18 I left Guatemala to study design; moving between cultures shaped the way I look at images and craftsmanship.

EXPERIENCE

Friandise, Bakery — Guatemala City — 2022–Present
Brand Designer & Marketing Manager

Built and maintain the brand identity system (typography, colour palette, illustrations, templates) for print and digital.
Designed menus, packaging and seasonal posters under one consistent visual language.
Art-direct Instagram content from concept to final asset, including photo direction on shoots.

Cargo High-Tech, Furniture — Milan and Rome — 2025–Present
Content Creator & Graphic Designer

Art-direct social media campaigns for product launches and new collections, from concept to final assets.
Design print materials (posters, in-store signage) and prepare files for production.
Design newsletter and e-mailing layouts, and adapt visuals across formats within the brand guidelines.

EDUCATION

Politecnico di Milano — Expected May 2027
M.A. Art Direction & Copywriting
Art direction, visual concept development, storytelling, consumer & cultural insights.

IED Istituto Europeo di Design — 2022–2025
Graphic Design & Visual Communication

SKILLS

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

LANGUAGES

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

Available for an internship in Paris from January 2027 | Convention de stage via Politecnico di Milano