

MARINA MÜLLER

Design Lead | Marketing
Remote / Worldwide (Based in Brazil)
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SUMMARY

Senior Design Lead with 7+ years of experience in agency and tech environments, specialized in translating brand strategy into high-performing visual assets across multiple channels. Experienced in leading creative teams, collaborating with growth and paid media teams to turn performance insights into creative direction, and managing high-volume digital campaigns. Track record of maintaining brand consistency and quality across all touchpoints while keeping pace in fast-paced, data-driven environments.

EDUCATIONAL BACKGROUND

PUCRS: Bachelor of Arts in Advertising & Social Communication.
Graduated 2021

ATMC: Level 7 Diploma in Business.
Graduated 2019/2

PROFESSIONAL EXPERIENCE

Jusfy

Design Lead | Sept 2023 – Present

- Promoted twice in two years, from Designer to Senior to Lead, overseeing creative strategy and team management.
- Led branding and storytelling-driven campaigns, including high-stakes investment decks and executive presentations for QBRs and stakeholders.
- Collaborated with growth and paid media teams to translate performance insights into creative directions, supporting A/B testing and campaign optimization.
- Improved team workflows and ensured brand consistency across all product and marketing touchpoints.
- Scaled user base from 13k to 50k+ through data-informed design experimentation.

Bonaparte

Junior Designer | Nov 2022 – Sept 2023

- Developed multi-channel advertising campaigns and high-impact digital content.
- Designed and supported both digital and print collateral for diverse client portfolios.

Escala

Junior Designer | Jan 2022 – Oct 2022

- Created and adapted cross-platform assets (online/offline) for major brands like Sebrae, Stihl, and Piccadilly.

W3 Haus

Graphic Design & Account Intern | Oct 2019 – July 2021

- Supported account management for O Boticário and visual design for Panvel and Iguatemi.

Datamars Ltda – New Zealand

Marketing & Graphic Design Intern | Sept 2018 – June 2019

- Contributed to global marketing and visual communication initiatives within the NZ market.

LANGUAGES

English ●●●●●

Spanish ●●●●○

SOFTWARES

Adobe Illustrator ●●●●○

Adobe Premiere ●●●●○

Adobe Photoshop ●●●●○

Adobe After Effects ●●●●○

Figma ●●●●○