

Mayara Sousa

Product Designer & Builder

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SUMMARY

Brazilian product designer and builder based in Paris. I design and build digital products end-to-end: brand systems, UX/UI, and the production websites behind them, on WordPress and Shopify, with custom PHP and MySQL when a project needs it. Six years as a full-time freelancer, building AI-assisted (Claude Code, Codex) and able to read, shape, and debug the code I ship. Currently pursuing an MBA in AI for Business, with a cybersecurity certification next.

WORK EXPERIENCE

Product Designer & Builder

03/2020 – Present

Self-Employed (Freelance) · Remote, Paris

- Design and build digital products for startups and boutique businesses (many women-led) across Europe and Latin America, from brand identity and UX/UI through to shipping on WordPress and Shopify.
- Designed and built full platforms end-to-end, including EverSafe (first-aid training) and Mimoo Baby (a baby-shower gifting platform on WordPress).
- Write custom PHP, MySQL, and front-end (HTML, CSS, JavaScript) when projects go beyond templates; build AI-assisted with Claude Code and Codex.
- Advise clients on digital operations, automation, and no-code systems to streamline how they work.

Marketing & Sales Assistant Manager

09/2019 – 01/2020

MSC Cruises · Italy

- Executed high-revenue marketing campaigns (Black Friday, seasonal sales) across onboard retail platforms.
- Created aligned visual assets and oversaw merchandising to maintain a premium brand experience.
- Trained junior staff and improved sales-team performance through structured workshops and coaching.

Sales Attendant

10/2014 – 09/2019

MSC Cruises · Italy

- Managed boutique operations: inventory, merchandising, logistics, and reporting.
- Delivered insight-driven reports to improve product offerings for a global, multicultural audience.
- Recognized for service excellence and team leadership.

SKILLS

Design	UX & Product Design · UI & Visual Design · Design Systems · Wireframing & Prototyping · Brand Identity
Build	WordPress · Shopify · Custom PHP & MySQL · HTML, CSS & JavaScript · AI-Assisted Development · Reading & Debugging Code
Tools & AI	Figma · Adobe Illustrator & Photoshop · Claude & Claude Code · ChatGPT, Codex & Gemini · Google Analytics · Notion

ACHIEVEMENTS

The Break Fellowship: Top 10% Selection

EU-funded program supporting women entrepreneurs with international business training and a strategic development residency in Spain.

Employee of the Month, MSC Cruises

Recognized for high-impact performance and leadership, Oct 2019.

EDUCATION

MBA in Artificial Intelligence for Business

2025 – Present

Faculdade Exame, Brazil · Part-time, remote

BA in Multimedia Arts

2021 – 2023

Centro Universitário Belas Artes de São Paulo, Brazil

Cybersecurity Certification

Upcoming

Deepening the technical, security side of building for the web

LANGUAGES

Portuguese Native · English Fluent, professional · Italian Conversational · Spanish Conversational · Romanian Basic · French Learning