

# Mariana Aguiar



Desygner Founder and CXO Mariana Aguiar has 16 years of experience in advertising, PR and marketing. Her experience in digital marketing, social media and international branding assisted Desygner to build a solution with the marketers' interest in mind.

Considering herself a global citizen, Mariana is Brazilian, but moved to Australia in 2008 with the intention to stay for six months. Those six months turned into 13 years, so she ended up becoming an Aussie too! She now lives in Lisbon, Portugal, the place she chose to help manage Desygner's global growth.

After finishing a degree in Public Relations, she started her career in advertising in Brazil, where she worked with the Ford Dealers Account, giving her deep insight on corporate marketing localization needs. During her time in Australia, she got the chance to work with an array of global brands, including the Australian fashion label aussieBum managing their B2B partners, which included Harrods, Selfridges, Kadewe, and Bijenkorf.

She then decided to take a leap of faith into entrepreneurship where she worked as an independent freelancer and started other smaller ventures. Through this time, Mariana experienced the frustrations that so many small businesses deal with in the creative design process, which led to the vision of creating a design solution where non-designers could customise materials efficiently and safely. Joining forces with a team of experienced founders, Desygner was born in 2016.

"From the moment we released the minimum viable product (MVP) into the market, we knew the traction and market fit were there, we just needed to work to make it a stellar product."



**DESYGNER**

With little capital investment and a host of risks, Mariana and her co-founders began to take on the tech design industry, and Desygner became the first design solution for apps in the market in 2016 and the world's first cross-platform design tool. From humble beginnings with 1,000 users in 2016 to over one million one year later and five million by 2019. Fast forward to today, and Desygner boasts over 20 million users and 60,000 business subscribers worldwide.

Mariana currently lives in Lisbon leading Desygner's global growth in Europe, North & South America. When she's not wearing the Desygner hat, you'll find her city-hopping, reading, appreciating art and enjoying nature.



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