

Isis Santos

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Qualification Summary

Digital Designer, specialist in AI Applied to Growth Marketing, with 5+ years of experience in Digital and Web Design within a SaaS startup environment, with hands-on experience in website reengineering and maintenance, page and interface development using WordPress with Elementor and Framer, integration with automation and analytics tools (RD Station, Google Analytics, and Clarity), and implementation of SEO and content optimization strategies.

Experience in creating visual identities, interface layouts, and graphic materials for multiple channels, ensuring visual consistency and usability.

Strong ability to analyze metrics and user behavior to inform design decisions, support testing and iterations, and collaborating within squads, working closely with product, marketing, and data teams.

Solid experience in wireframing, visual solution prototyping, and continuous improvement of digital experiences focused on both users and business objectives.

Ability to adapt to dynamic environments and to the evolving needs of the company and its projects.

Seeking new (remote) opportunities.

Portfolio: <https://www.behance.net/muriahdesign>

Education

- **Postgraduate Degree in AI Applied to Growth Marketing – Faculdade Descomplica** – Completed in 2025.
- **Bachelor's Degree in Digital Design – School of Communication and Digital Design – INFNET** – Completed in 2021.
- **Technical Degree in Web Design – Senac RJ** – Completed in 2018.

Professional Background

Company: Mainô – February 2025 to December 2025

Position: Growth Analyst

Responsibilities:

- Strategic work in Growth, with a focus on acquisition, conversion, and continuous digital product improvement.
- Active participation in a Growth squad, integrating design, marketing, and data to optimize performance.
- Analysis of acquisition, conversion, and user behavior metrics using GA4, Clarity, and Hotjar.
- Planning and execution of A/B tests and experiments aimed at improving conversion rates.
- Continuous optimization of landing pages, user flows, and key website pages.
- Support in defining data-driven growth hypotheses.
- Prioritization of improvements based on impact, feasibility, and results analysis.
- Website migration to the Framer platform.

Company: Mainô – April 2023 to January 2025

Position: Mid-Level Web Designer

Responsibilities:

- Website reengineering for institutional and service pages, developing approximately 40 pages and landing pages in WordPress using Elementor.
- Ongoing WordPress maintenance, including institutional pages, landing pages, and pop-ups.
- Website integration with RD Station for marketing automation.
- Participation in the redesign of the Foreign Trade Blog, with over 100 articles published.
- Implementation of SEO strategies to optimize digital content.
- Analysis of campaign performance and results using Google Analytics and Clarity.
- Creation of a unified visual identity for the company and development of logos for digital products and events.
- Production of graphic materials for social media, blogs, email marketing, banners, print materials, and support for audiovisual content.
- Involvement in graphic production for corporate events, including the Mainô Business Conference and other institutional events.

Company: Mainô – April 2021 to March 2023

Position: Junior Web Designer

Responsibilities:

- Layout updates and restructuring of the corporate website, focusing on navigation and information architecture.
- WordPress maintenance and creation and updating of institutional pages and campaign landing pages.
- Website integration with automation and analytics tools, including RD Station and Google Analytics.
- Production of editorial materials, including e-book layout design and updates to existing content.
- Participation in the redesign of the Foreign Trade Blog, with over 100 articles published.

Company: Mainô – July 2019 to April 2021

Position: Web Design Intern

Responsibilities:

- Management and continuous improvement of the corporate website, including a full restructuring of approximately 40 pages, prioritizing clarity, performance, and usability.
- Ongoing WordPress maintenance, with creation and updates of institutional pages and landing pages using Elementor.
- Integration of the website with digital marketing and automation tools, including RD Station.
- Alignment of the website's visual identity and production of graphic materials for blog content, social media, email marketing, banners, and events.
- Support to produce audiovisual content for internal and external company initiatives.
- Development of the visual identity for the Mainô Business Conference, with end-to-end involvement in the concept, design, and execution of graphic materials, scenography, and event visual communication.

Languages

- **Portuguese** – Native
- **English** – Reading: Intermediate | Writing: Basic | Speaking: Basic

Courses and Additional Training

- **UX/UI Design** – The Starter – Portugal (2025)
- **General English and Trinity ISE Foundation** – International House (*Dublin*) (2023)
- **Web Design Course** – Senac Rio (2018)

Technologies

- **Management and communication tools:** Linear, Basecamp, Discord, Trello, Slack, Google tools, and Miro
- **Design tools:** Canva, Adobe Illustrator, Adobe Photoshop, Adobe InDesign and Figma
- **Web development:** Framer, Wordpress, Builder Elementor, HTML and CSS
- **Analytics:** Posthog, Google Analytics, Clarity and Looker Studio