

A SHORT INTRODUCTION – 2026

Mariana.

Senior Product Designer. Building software since 2019.

Currently at Intuit, shipping identity and onboarding surfaces for QuickBooks and Intuit Enterprise Suite.

NOW – Q1 2026

Designing the systems that decide **who you are** inside QuickBooks and Intuit Enterprise Suite.

Identity, invitations, company selection. The quiet plumbing that makes multi-entity accounting feel like one tool.

SELECTED WORK

01 · 2025

Invitation Hub

One flow to invite accountants, clients, and staff across a growing suite.

QUICKBOOKS · IES

02 · 2025

Preventing duplicate firms

Killing a class of costly onboarding errors before they exist.

QUICKBOOKS

03 · 2024

Unified Identity Strategy

One identity across QuickBooks, TurboTax, Mailchimp, and IES.

INTUIT

SELECTED CLIENTS & TEAMS

Intuit

QuickBooks

IES

TurboTax

Mailchimp

BMO

HOW I WORK

01

Systems Thinking

The screen is the tip. The design work is the model underneath it: the entities, the states, the edges.

02

Ship small, learn fast

I'd rather ship a small thing this week and hear from real users than plan a perfect thing for six. The work gets sharper every time it meets someone using it.

03

Design with, not for

Engineers, PMs, researchers, support. The best decisions are made together, in the file, in the doc, out loud.

SOME NUMBERS

7yrs

Shipping product across fintech, accounting, and enterprise, from BMO to Intuit.

9

Case studies on marianabuilds.co on identity, onboarding, multi-entity flows, and the plumbing between them.

A NOTE FROM A COLLABORATOR

“Mariana is the rare designer who treats the invisible parts of the product, like the routing, the states, and the fallbacks, as first-class design work.”

– STAFF PM · INTUIT ENTERPRISE SUITE

WHAT I'M LOOKING FOR

Working on what next.

- 01 Zero-to-one product surfaces where the model isn't figured out yet.
- 02 Identity, onboarding, multi-entity, and other systemic problems.
- 03 Small senior teams. High trust. High cadence. Fewer meetings.

SAY HI

Let's build something.

PORTFOLIO

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