

Mariana Loy Menchaca

Service Designer · UX/UI · Brand & Motion · Strategic Design

Gøteborgsgata 33P, Oslo

marianaloy.sb@gmail.com

+47 944 42 704

loystudiolab.com

PROFILE

Multidisciplinary designer with a Master's in Design for Complexity (OsloMet, 2025) and over five years of professional experience spanning brand identity, motion design, UX/UI, and service design. Comfortable working across the full creative lifecycle — from strategic framing to visual execution. Founder of Loy Studio Lab, a creative studio focused on socially oriented projects. Fluent in Norwegian, English, and Spanish.

WORK EXPERIENCE

Founder & Creative Director

Sep 2025 – Present

Loy Studio Lab ENK · Oslo, Norway

- Established and registered an independent creative studio offering branding, motion design, UX/UI, and strategic design services.
- Led design direction and client strategy for Perspekt, a bilingual digital news platform — overseeing web design, brand identity, and product strategy from inception.
- Commissioned by Arla Foods to produce a series of animated retail posters; independently managing art direction, motion design, and delivery.

Designer

May 2023 – Present

Oslo Skateboardforening (Oslo Skatehall & SKUR13) · Oslo, Norway

- Sole in-house designer, collaborating closely with the general manager through short check-ins to propose creative solutions to new challenges.
- In summer 2026, designed and built OSF HUB — an internal operations system that digitises workflows for crew scheduling, cash handling, and daily handovers.
- Led the full process from user research and facilitation with staff to concept, prototyping, and launch.
- Delivered in ten weeks; now in daily use by 15 staff across both parks, fully replacing paper-based operations.
- Role also spans graphic design, websites, social media strategy, video editing, and hands-on support as needed, including reception work and skate instruction.

Creative Director

Sep 2020 – Sep 2022

Homa Tulum & Homa Kah · Tulum, Mexico

- Led the end-to-end service experience for two sustainable jungle developments — framing the proposition around a way of living rather than a floor plan, and designing the journey from first concept through pre-sale to lived-in community.
- Designed the 'Homats' culture as the service spine — a shared philosophy that held concept, identity, space, and sales together as one coherent experience rather than separate deliverables.
- Orchestrated stakeholders and touchpoints across the buyer journey — directing outsourced branding teams, co-designing the sales brochure, and introducing VR walk-throughs so buyers could experience unbuilt homes as lived space.

EDUCATION

Master's in Product Design: Design for Complexity

Aug 2023 – Jun 2025

Oslo Metropolitan University (OsloMet) · Oslo, Norway

- Thesis research focused on community co-design of skateparks, combining service design, participatory methods, and systems thinking. Conducted fieldwork at SKUR13.

Bachelor of Arts — Animation and Digital Arts

Aug 2016 – Dec 2019

Monterrey Institute of Technology (ITESM) · Mexico

Bachelor Studies — Product Design

Aug 2013 – Dec 2015

Monterrey Institute of Technology (ITESM) · Mexico

SKILLS & TOOLS

Design	Figma, Illustrator, InDesign, Sketch, InVision, Miro
Motion & 3D	After Effects, Premiere Pro, Maya Autodesk
Digital / Dev	Unity (C#), HTML/CSS, Base44
Disciplines	Brand identity, UX/UI, Motion design, Service design, Strategic design, 3D modelling

LANGUAGES

Norwegian	Conversational – B2 (SpeakNorsk, 2024)
English	Proficient – C1
Spanish	Native
French	Basic

REFERENCES

Stian Linnes	Oslo Skatehall (employer) — stian@osloskatehall.no
Arla Foods	Client, freelance via Loy Studio Lab — ext_trasl@arlafoods.com • +47 926 28 869

OTHER

Available for part-time, freelance, or remote positions. Further references available on request.