

modesign

CREATIVE DIRECTION & DESIGN

Rio de Janeiro, Brazil

modesign is Mariana Ochs, creative director for publications, catalogs and whatever else needs a well-rounded mix of branding and content. Now based in her native Rio de Janeiro after running a successful studio in New York for many years, Mariana has launched, art directed or redesigned magazines and newspapers around the globe, in places as diverse as Hong Kong, Singapore, Lausanne, New York, São Paulo, Montréal and Warsaw. Her studio also applies the same principles of content-driven, client-appropriate design, elegant typography and clear architecture to brand extensions such as packaging, collateral materials and web sites, and draws on talent from all parts of the world to assemble the best possible team for each job.

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Experience

Creative Director

New York - Rio de Janeiro
2002 - Present

modesign inc

A native of Brazil, Mariana Ochs attended Parsons School of Design in New York City and honed her editorial design skills at Roger Black Inc., where she worked on the redesign of some of the country's leading publications. In 1996 she founded her own studio in New York, modesign inc., which was responsible for creating new formats, redesigns and special issues for publications such as Premiere, Popular Science, Mademoiselle and City, as well as Vogue and Casa Vogue in Brazil, 7Jours in Canada, and a host of other start-ups, prototype studies and custom publications internationally.

In 2002 she opened modesign inc. in Rio de Janeiro, to better serve the demand for her unique expertise in her native country. Fluent in four languages, she strives to apply the universal principles of strong editorial identity and impactful visual journalism in magazines and newspapers wherever she works. In recent years she has redesigned MTV Magazine, launched Joyce magazine and redesigned the business newsweekly Carta Capital, as well as creating several annual reports and custom publications, all in Brazil. Some of her recent international collaborations include redesigning or launching magazines in Asia, Canada, Switzerland, Poland and the US.

Client list

Client List

PUBLICATIONS

Ação Editora - Kaza
American Chemical Society - Chemical & Engineering News
Buddemeyer - Revista Casa By Buddemeyer
Conde Nast NY - Mademoiselle
Carta Editorial - Vogue Brasil, Vogue Noivas, Vogue Beleza, Casa Vogue
Chrysler Corporation - Spirit
City Publishing - CityNY, Shelter Magazine
Club Corp - Private Clubs
Diário Popular Inc. - jornal Diário Popular
Edipresse Asia - Asia Tatler (em 9 países), Sands Style
Edipresse Poland - Blask, Pani Domu
Edipresse Singapore - Solitaire, Appetite
Edipresse Switzerland - Femina, jornal Le Matin Bleu
Editora Abril - Revista MTV Brasil
Editora Confiança - Carta Capital
Editora Globo - Pequenas Empresas, Grandes Negócios
Folha de SP - Guia GPS
Hachette - Premiere
Hearst Publications - Esquire
Joyce Pascowitch - Revista Joyce Pascowitch
Luminosidade - FFMag! Edição Carmen Miranda
Meredith Corp. - Better Homes & Gardens, Family Circle
Multiplan - Revista Choice Barrashopping
Newsweek Inc. - Newsweek Russia
Patrimóvel - Revista Patrimóvel
Pernambucanas - Revista Pernambucanas
Science News Publishing - Science News
Tamedia - jornal 20 Minutes
Time4 Media - Popular Science
Time Inc. - TIME Magazine
Trustar inc. - 7Jours, La Semaine
Ziff Davis - Family PC, Yahoo! Internet Life

BOOKS

Editora Addresses
Editora Aeroplano
Editora Marca D'Água
Hiperídia
Mundo da Criança

CORPORATE COMUNICATIONS

Caixa
Light
Senai-CETIQT

DIGITAL

Biofuton
Enciclopédia Digital Estadão
Inst. Fernando Henrique Cardoso - Observador Político
Lilian Pacce - lilianpacce.com
Radar55

IDENTITY

Assoc Brasileira de Reumatologia
Aurizonia Empreendimentos
Contract Assessoria Contábil
Copyrights Consultoria
DJ Meme
Editora Confiança
Hotel Santa Teresa
Mundo da Criança
Pataca Produções
Radar55
Roberto Largman
Triplex Produções

MUSIC

BMG - Mario Reis
Cris Braun
Djavan / Luanda Records
Katia B
Picassos Falsos
Rene Ferrer

ENTERTAINMENT

Associação Cultural Panorama - Dança Pra Cacilda
Dannemann Entretenimento - Zeca Pagodinho
Marcus Alvisi - João do Rio
Pataca - Valsa N.6

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