Mauricio Wolff

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Objective	Portfolio
Design leadership (Principal)	**Specific examples provided by request**

For over two decades, I've navigated the evolving landscape of digital design - from graphic design roots to product design leadership. My journey spans interface and web design, full-stack development, and deep expertise in experimentation, with nine years dedicated to A/B testing and data-oriented design.

As a certified Design Sprint facilitator, I lead teams in crafting impactful user experiences across B2C and B2B sectors. Whether speaking at industry conferences, mentoring at universities, or leading product teams, I champion a philosophy that balances user-centric design with measurable business outcomes.

My approach combines the precision of a craftsperson with the strategic vision of a product leader, ensuring that beautiful experiences are also purposeful and impactful.

Staff Product Designer, Ai Experiences
Amsterdam 🇳🇱 ∴ May 2025 → **Present** 〽 miro

- ⊕ Leading end-to-end design of AI Experiences, making technology more intuitive and helpful for users

- ⊕ Developing strategic approach to AI-powered features

- ⊕ Creating scalable design patterns for AI interactions and user interfaces

Staff Product Designer, Enterprise
Amsterdam 🇳🇱 ∴ Jul 2024 → May 2025 〽 miro

- ⊕ Leading end-to-end design of multiple enterprise initiatives focusing on admin and user management at scale

- ⊕ Contributing to design system foundations through component architecture and co-created AI-powered content guidelines plugin

- ⊕ Developing strategic approach to enterprise operations focusing on scalability and process optimization

- ⊕ Leading design community initiatives strengthening cross-functional relationships and organizational culture

- ⊕ Transformed classification project into a system-wide solution, creating scalable tag architecture supporting MS Purview

Lead Product Designer   Sydney 🇦🇺 (Remote) ∴ Sep 2023 → Jul 2024 **ATLASSIAN**

⊕ Pioneered the Perceived Performance Score (PPS), setting a new Standard for performance measurement at Atlassian

⊕ Formulated Perceived Performance Design Principles, adopted widely across the company

⊕ Mentored junior designers and led significant projects affecting all Jira products, including Universal Create and Natural Language Northstar

⊕ Spearheaded redesign of settings pages using usage data, showcasing analytical skills

⊕ Sole designer on Performance and Scale Insights (PSI) project, demonstrating high technical and analytical prowess

Senior Product Designer   Sydney 🇦🇺 (Remote) ∴ Dec 2019 → Sep 2023 **ATLASSIAN**

⊕ UX strategy for Jira Service Management (JSM) General Availability, driving user research and guiding design teams.

⊕ Designer for Scale and Performance team on JSM and Jira platform, translating strategic goals into tangible improvements.

⊕ Developed competitive benchmark system and contributed to performance evaluation methodologies across products.

⊕ Designed Eventual Consistency for Jira, creating design frameworks and principles for multiple teams.

⊕ Inventor of 2 patents, showcasing innovation and forward-thinking in product design.

Senior Product Designer   Singapore 🇸🇬 ∴ Mar 2019 → Nov 2019 **tradegecko**

⊕ Led the Product Design Team in defining and implementing lean design processes, fostering a fast-paced experimentation culture.

⊕ Created and was the key architect of the Trade Gecko Design System, establishing product design principles and integrating front-end delivery of designed components.

⊕ Spearheaded UX/UI enhancements based on user data, significantly improving product usability and customer experience.

⊕ Led a four-day Design Sprint to create the onboarding and setup experience

UX Designer + Team Lead   Amsterdam 🇳🇱 ∴ Jan 2014 → Feb 2019   **Booking.com**

⊕   Improved user experience improvements on various platforms, leading from concept to execution in multiple platforms (web, mobile web, apps, infrastructure).

⊕   As a Designer, I used data to find and understand users' pain points, develop concepts to address them, create visual assets and user flows, and implement them into the codebase for AB testing.

⊕   Was a team leader for three years, managing four multidisciplinary teams (4-12 members) while delivering as a designer to lead by example.

⊕   Utilized data to identify and address user pain points, incorporating solutions into the codebase for AB testing.

⊕   Led and executed the Booking Blog redesign, streamlining the content contribution process.

⊕   While in Core Infra, created the CLI design guidelines and a Service Catalog to help migrate Booking infrastructure to SOA in 12 weeks.

Global Web Development Lead of T&T   Porto Alegre 🇧🇷 ∴ May 2010 → Oct 2013   **DELL**

⊕   Co-led a globally distributed team and created coding standards, processes, and best practices for AB testing (Test & Target).

⊕   Partnered with business and marketing teams to design, build, QA, and execute test campaigns using Omniture/Adobe Test & Target (AB Testing).

⊕   Achieved an average individual performance metric of 135% over three years, underscoring high productivity and effectiveness.

⊕   Innovated with frontend automation tools using Node.js, enhancing development processes while part of Dell's Innovation Core Team.

⊕   Organized meaningful blood donation campaigns with 268 donors that saved 1072 lives

More details or previous information available on request

Education

Philosophy   São Leopoldo 🇧🇷 ∴ 2005 → 2006   **U** UNISINOS

Skillset

- Team Leadership & Mentorship
- Design Strategy & Innovation
- UX/UI Design
- Product Experience Design
- User Research & Usability Testing
- Cross-Functional Collaboration
- Data-Driven Design
- AB Testing & Personalization
- Agile Methodologies
- Process Optimization
- Design Sprint Facilitation

CliftonStrengths

- Learner
- Achiever
- Strategic
- Connectedness
- Intellection

gallup.com/cliftonstrengths