


Mauricio Wolff

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Objective

Design leadership (Principal)

Portfolio

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 craftsman with the strategic vision of a product leader, ensuring that beautiful experiences are also purposeful and impactful.

Staff Product Designer, Enterprise

Amsterdam  . Jul 2024 → Present  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  ATLISSIAN

- ⊕ 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 

- ⊕ 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 

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