

Mauricio Wolff

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Objective

Design Leadership

Portfolio

Specific examples provided by request

Accomplished Lead Product Designer with 20 years in the design field, I've evolved from graphic to interface and web design, through to front and back-end development, culminating in UX and product design leadership. With a rich history of adapting to the digital landscape's evolution, I bring a strong focus on AB Testing and data-oriented design, honed over nine years working with AB. My leadership in crafting impactful user experiences spans the B2C and B2B sectors. As a certified Design Sprint facilitator and a frequent speaker at industry conferences and University panels, I advocate for a user-centric, data-informed design approach that merges user satisfaction with strategic business results.

Lead Product Designer

Sydney (Remote), Sep 2023 · Present  **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

Designer and Team Lead

Amsterdam, Jan 2014 · Feb 2019 

- › 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 Test & Target

Brazil, May 2010 · Oct 2013 

- › Co-led a globally distributed team and created coding standards, processes, and best practices for AB testing.
- › 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

Brazil, 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

Clifton Strengths Themes

- › Learner
- › Achiever
- › Strategic
- › Connectedness
- › Intellection

gallup.com/cliftonstrengths/