

# Mauricio Wolff

iam@mauriciowolff.com

<http://www.linkedin.com/in/mauriciowolff>

## Objective

**UX Designer**

## Portfolio

<http://mauriciowolff.com/#/portfolio>

## Talks and Conferences

You can see videos of my talks at <http://mauriciowolff.com/#/contact>

## Highlights

- Daily handcoding experience with HTML, CSS, JS
- A/B Testing developer with 3+ years of experience on a global ecommerce site (dell.com)
- Web Analytics background (Sitecatalyst)
- Experience in Graphic Design, Interface Design, Information Architecture and Web Development
- Prototypes in OmniGraffle, Fireworks, Illustrator or HTML, CSS, JS as part of data-driven ideation process
- Highly perceptive, with proven ability to pinpoint problems, provide creative solutions, and follow through to resolution in a timely and cost effective manner.

## Professional Experience

**Web Designer (DELL, Brazil IT Site)**

**May 2010 - current**

*Global Web Development Lead of Test & Target*

- Part of DELL's Global Innovation Core Team and UXAT Team (definition of FrontEnd Standards)
- Dell's Social Media Professional member of Social Media's Core Team - Brazil
- Lead team members around the world (Malasya, India, Brazil, USA)
- Develops web apps to help other teams to QA Dell's content globally
- AB Testing Focal Point for dell.com eSupport

## Accomplishments:

- Awards
  - » eDELL Bronze Awards (FY14 Q1, FY13 Q3, FY13 Q1)
  - » eDELL Gold Award, FY13 Q2
  - » eDELL onSpot Award, FY12 Q3
  - » eDELL Silver Awards (FY11 Q2 , FY12 Q2)
- Invited to the Dell's Innovation Core Team, and UXAT to help define FrontEnd Standards for dell.com
- Proposed a new progressive enhanced masthead for all dell sites that saves 240TB/year in data transfer
- Created frontend automation tools in node.js that improved development processes
- Organized 2 Blood Donation campaigns with 268 donors that saved 1072 lives
- Individual Performance Metric average of 135% in 3 years

More information under request...

## Education

### Philosophy

2005 - 2006

Unisinós – Incomplete

### IT Management

2013 – current

Uniasselvi

## Skills

UX Architect, FrontEnd Developer and Project Manager in a wide variety of business applications. Particularly interested in client side development, using HTML5, CSS3, JS (jQuery). Server side experience with PHP + MySQL (also Python, Perl, ASP). Interested in User Interfaces, SEO, as well as Customer behavior and Creative Problem Solving.

## Specialties

Front End automation, framework creation and development, usability and UX tests design. AB Testing and Personalization, Processes and Standards creation, team leadership.

## Interests

User Experience (UX) Enhancement, Information Architecture, User & Trend Research, Web Site & Interactive Design, E-Commerce Applications, Navigational Structures, Content Management Systems, Usability Standards & Testing, Website Optimization, A/B and Multivariate, Test & Target, WebServices, JSON-RPC, SEO, Web Performance, Brand Strategies, Client Relations.

## Clifton Strengths Finder 2.0

<http://strengths.gallup.com>

- Learner
- Strategic
- Achiever
- Input
- Context

## Other Interests

Reading, Philosophy, Sanskrit, Yoga, Music (drums) and Arts.

jQuery plugins, node.js, GIT and automation.

Open Source projects on github.