

# Mauricio Wolff

✉ iam@mauriciowolff.com

🌐 linkedin.com/in/mauriciowolff

## 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.
- › Directed Performance and Scale Insights (PSI) project, demonstrating high technical and analytical prowess.

## Senior Product Designer

Sydney (Remote), Dec 2019 • Sep 2023  **ATLASSIAN**

- › Led UX strategy for Jira Service Management (JSM) General Availability, driving user research and guiding design teams.
- › Instrumental in designing for scale and performance on Jira platform, translating strategic goals into tangible improvements.
- › Developed competitive benchmarks and contributed to performance evaluation methodologies across products.
- › Managed an 'Eventual Consistency' project, 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/](https://gallup.com/cliftonstrengths/)