



# Carel Maeda

## Project Design Manager

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Portfolio  
[www.carelmaeda.com](http://www.carelmaeda.com)

Experienced Project Design Manager with a strong focus on understanding user needs and pain points to create innovative platforms that drive sales, automate processes, and deliver measurable results.

Skilled in designing and developing user-friendly, scalable and responsive platforms.

## Work experience

### Project Design Manager

Paygos Inc, November/2023 - Present

- Translate client pain points and processes into platforms that drive incremental revenue, automate manual processes, and deliver actionable sales data and analytics.
- Design and implemented marketing strategies to effectively promote the company and its offerings.
- Develop and maintained the front-end environments of all company platforms, ensuring user-friendly, scalable, and responsive designs.

### Project Design Specialist

Paygos Inc, October/2020 - November/2023

- Conducted A/B tests for platform changes, including prioritization, experience creation, deployment, and reporting.
- Created visual mock-ups and prototypes to support business development efforts and client presentations.
- Created the Design System that increased the efficiency and consistency of design deliverables

### Project Coordinator

Paygos Inc, May/2019 - October/2020

- Managed payment processing to ensure accuracy and timeliness.
- Oversaw daily banking activities and reconciliations.
- Provided customer support
- Generated detailed financial reports

## Education

### UX Design Certificate

University of Toronto – December/2024 (Ongoing)

### Web Design Certificate

Parsons School of Design, NYC – May/2021

### Marketing Diploma

George Brown College – September/2019

### Bachelor in Mechanical Engineering

Mackenzie University, Brazil – December/2015

## Complementary Education

### UX Design Certificate

Google – May/2021

### Responsive Web Design

FreeCodeCamp - September/2022

## Languages

English – Fluent    Portuguese – Native

French – Advanced    Spanish – Fluent

## Tools and Technology

### Design

FIGMA    Sketch    Design Systems    Adobe XD

Photoshop    Lightroom    Canva

### Development

HTML    CSS    JavaScript    Angular Framework

Git Version Control    ASP Framework    Bootstrap

Azure    Wordpress

## Soft Skills

Attention to Details    Problem Solving

Communication    Adaptability    Team Work