

Mauricio Wolff

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Objective

Design Leadership

Portfolio

Specific examples provided by request

Most recent talk

Data Oriented Design

Digicom - 2nd International Conference on Design and Digital - Portugal

Nov 10th 2018 - <https://digicom.ipca.pt/>

Overview

Leads teams responsible for user interfaces and experiences in apps and websites, from internal tools to giant B2C and B2B operations. 9 years of experience with AB Testing and data oriented design.

Certified Design Sprint facilitator, hands on designer with management experience in cross-functional, diverse and multi-cultural teams.

Speaker in Webdevelopment and Design conferences.

How: Human-centered and Design Thinking, using Design Sprints and other efficient methodologies to define and solve problems, find opportunities and deliver measurable results.

Always looking for harmony between user delight and business results.

Focusing on building systems and a safe space that encourages an experimentation mindset, always with a user centric and data oriented approach.

Professional Experience

Senior Product Designer - Tradegecko.com - Singapore

Mar 2019 - Current

- Responsible for leading the Product Design Team, define and implement lean design processes and create a fast paced experimentation culture at the company

Achievements

- Product Design Principles, version 1.0 of Trade Gecko Design System, creation of a design chapter backlog, integration processes with Front End to deliver designed components in code, definition, prioritization and execution of several UX/UI improvements to the current product based on user data, internal talks on online optimization (AB Testing) to foster experimentation culture

Designer and Team Lead Booking.com - The Netherlands

Jan 2014 - Mar 2019

- Responsible for improving the user experience at Booking.com, from concept to execution on multiple platforms (web, mobile web, apps, infrastructure).
- As Team Lead, responsible to grow the people on the team and work with the Product Owner to make sure the product is improving users' experience. As a Designer, responsible to use data to find and understand user's pain points, develop concepts to address them, create visual assets and user flows, and implement them into the codebase, for AB testing. 3 years of management on 4 different teams, managing 4 to 12 people, also delivering as individual contributor to lead by example.

Achievements

- Several projects to improve user experience on Business Bookers, mobile search, Booking.home and Core Infra. Responsible for the redesign of Booking Blog, <https://blog.booking.com> including a decentralized contribution process, Created internal products like idealab, that allows 20k employees crowd source solutions for user's issues and Service Directory, to help migrate Booking's infrastructure to SOA.

Professional Experience

Global Web Development Lead of Test & Target - Dell.com - Brazil

May 2010 - Oct 2013

- Web Design Lead for Strategic Tests, creating code standards, processes and best practices for a team spread on 4 continents.
- Work in conjunction with information architects, interaction designers, and visual designers to modify the user experience, and with business / marketing partners to design, build, QA, and execute testing campaigns through Omniture/Adobe Test & Target tool suite.

Achievements

- Individual Performance Metric average of 135% in 3 years, created frontend automation tools in node.js that improved development processes, organized 2 Blood Donation campaigns with 268 donors that saved 1072 lives, Invited to the Dell's Innovation Core Team, and UXAT to help define FrontEnd Standards for dell.com

More details or previous information available on request

Education

Philosophy - Unisinos / Brazil (incomplete)

2005 - 2006

Skillset

- UX/UI Design
- Front End
- Team leadership
- Frameworks creation and implementation
- Usability and UX tests design
- AB Testing and Personalization
- Processes and Standards definition, implementation and validation
- Stakeholders management

Clifton Strengths Finder

<http://strengths.gallup.com>

- Learner
- Strategic
- Achiever
- Input
- Context

Other interests

- Music (drummer)
- Arts
- Reading
- Philosophy
- Sanskrit
- Yoga