



# Mauricio Wolff

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## Objective

**AI Product Designer** (Principal)

## Portfolio

**Specific examples provided by request**

I've spent the last 20+ years in digital design, starting with graphic design and evolving through web, interface design, and full-stack development. For nearly a decade, I focused intensely on data-driven design: A/B testing, experimentation, and using data to solve real user problems.

Now I'm at Miro, leading the design of AI Experiences—fundamentally changing how the platform works and how people interact with AI. I care deeply about bridging design craft with strategic thinking and measurable results. I speak at conferences, mentor at universities, and work across teams to ship products that are beautiful and actually useful.

## Design Philosophy

**Design that works** → grounded in data, driven by human needs, built to last.

[Read my design manifesto](#)

### Staff Product Designer, AI Experiences

Amsterdam  ∴ May 2025 → **Present**  **miro**

- ⊕ Visual context system allowing users to select canvas objects automatically passed to AI agents as context
- ⊕ 'Select Your Own Model' feature enabling enterprise users to choose between different LLMs for content creation
- ⊕ Cohesive AI patterns across multiple features ensuring seamless user experience

### Staff Product Designer, Enterprise

Amsterdam  ∴ Jul 2024 → May 2025  **miro**

- ⊕ Team admin capabilities enabling enterprises to distribute user administration across multiple admins
- ⊕ Data classification tag system for enterprise boards, redesigning core tag component used across all Miro
- ⊕ Admin consolidation automation reducing manual onboarding from days to minutes

### Lead Product Designer

Sydney  (Remote) ∴ Sep 2023 → Jul 2024  **ATLASSIAN**



- ⊕ Co-led unified navigation system across all Atlassian products
- ⊕ Perceived Performance Score (PPS) metric measuring user-perceived versus actual system performance
- ⊕ Performance and Scale Insights providing admins with actionable insights to improve instance health

### Senior Product Designer

Sydney  (Remote) ∴ Dec 2019 → Sep 2023  **ATLASSIAN**

- ⊕ Jira Service Management rebrand (from JSD) ensuring product consistency and end-to-end experience
- ⊕ Flexq patent: queue organization system reducing user distractions and improving load times [see video](#)
- ⊕ Bulk actions UI pattern adopted across Jira Software and other products

Senior Product Designer

Singapore  .: Mar 2019 → Nov 2019  tradegecko

- ⊕ Defined and implemented lean design processes establishing fast-paced experimentation culture
- ⊕ Led creation of Trade Gecko Design System including documentation site, with team collaboration on components
- ⊕ UX/UI enhancements based on user data improving product usability

UX Designer + Team Lead

Amsterdam  .: Jan 2014 → Feb 2019  Booking.com

- ⊕ Managed multidisciplinary teams delivering as a designer to lead by example
- ⊕ Data-driven design across multiple platforms (web, mobile web, apps, infrastructure) identifying user pain points and testing solutions through A/B testing
- ⊕ Booking Blog redesign and rebuild supporting multiple publications, editors, and independent timelines

Global Web Development Lead of T&T

Porto Alegre  .: May 2010 → Oct 2013  DELL

- ⊕ Co-led globally distributed team establishing coding standards and best practices for A/B testing (Adobe Test & Target)
- ⊕ Partnered with business and marketing to design and execute test campaigns across dell.com
- ⊕ Frontend automation tools using Node.js enhancing development workflows, presented at Brazil JS 2013

More details or previous information available on request

Education

Philosophy

São Leopoldo  .: 2005 → 2006  UNISINOS

Skillset

- ⊕ AI-Powered Product Design
- ⊕ Design Engineering
- ⊕ Data-Driven Design
- ⊕ Design Systems & Architecture
- ⊕ UX/UI Design
- ⊕ User Research & Usability Testing
- ⊕ Cross-Functional Collaboration
- ⊕ Design Sprint Facilitation

CliftonStrengths

- ⊕ Learner
- ⊕ Achiever
- ⊕ Strategic
- ⊕ Connectedness
- ⊕ Intellection

[gallup.com/cliftonstrengths](https://gallup.com/cliftonstrengths)