



Mau Fontenele

Product & UX Design

maufontenele.com

617.943.4335 | amauryft@gmail.com

5 Whitman Rd, Worcester MA

SKILLS

DESIGN SPRINTS

USER TESTING

RAPID PROTOTYPING

U PERSONAS

U FLOWS

WIREFRAME / IA

BRANDING

TYPOGRAPHY LAYOUT

TRELLO/JIRA/AGILE

ADOBE CC (PS, IL, ID, FW, XD)

SKETCH

INVISION + I. STUDIO

AXURE

MICROSOFT SUITE

PHOTOGRAPHY

HTML / CSS / SASS

JS

EDUCATION

Massachusetts College of Art and Design
GRAPHIC DESIGN CERTIFICATE, MAY 2012

Musician's Institute
KEYBOARD LIVE PERFORMANCE, SEPT 1996

Ceará Federal University - Brazil
ARCHITECTURE AND URBANISM, JAN 1998

INTRO

All around integrated designer who focuses on the connection between user and company goals. Firm advocate of a iteration intensive process and user centric design. Experienced in branding, visual and interactive. Team player and relationship builder, facilitator, proactive and addicted to software shortcuts.

WORK

Design Team Lead - UI/UX Design Lead

[WAYFAIR, BOSTON, MA; MAR 2019 - PRESENT](#)

- » Lead Design discovery, strategy and implementation to deliver business growth and smooth customer experiences.
- » Collaborated with a cross-functional team to refine business outcomes while, first and foremost, advocating for the User.
- » Devised tests to uncover critical user insight around overall experiences while ensuring design solutions went above and beyond user expectations.
- » Lead to expand and enrich the design system implemented on iOS and Android apps for assembly professionals.
- » Harmoniously designed experiences across five different platforms to deliver efficient and integrated results to one service product.

Principal Product Designer - UI/UX Design Lead

[VISTAPRINT, WALTHAM, MA; JUL 2015 - MAR 2019](#)

- » Partner and co-lead squad alongside the product owner to define strategies, testing plans, and success metrics.
- » Collaborate with partners to identify quick wins as a way to uncover future paths.
- » Work in an in-Squad environment for rapid development.
- » Power qualitative and usability research cycles while also building on previous research.

Mau is an incredibly smart and dedicated designer who can unpick the thorniest of problems collaboratively. Mau manages to balance curiosity/critical thinking and a bias for action enabling him to add value effectively. Not only is he a creative and talented designer he is a super nice guy. I highly recommend as a design partner.

DANIEL FILSON,
SENIOR MANAGER PRODUCR DESIGN,
WAYFAIR

Beyond being easy to work with and highly competent, Mau possesses a unique knack for practical solutions. He easily integrated our vision into a positive user experience, helping my team feel ownership of the end result.

NIKA ELUGARDO,
FOUNDING DIRECTOR, MASSAVES

“Mau took us from an amateurish prototype to a stylish site that we launched to the wider world. He cares deeply not only about a site’s appearance but also about the entire user experience. Mau consistently found ways to make our pages understandable, attractive and uncluttered.”

ADAM DINGLE
CEO, ROUNDTOWN

UI/UX Lead Designer

PIXEL MACHINERY, BOSTON, MA; MAR 2013 - JUNE 2015

- » Create company’s identity, brand standards and website.
- » Work with clients to gather information about business goals and define project objectives.
- » Guide web design creative process through all stages including site-mapping, user persona development, user flows, prototyping, hi-res comps and CSS implementation.

UI/UX Designer

ROUNDTOWN, CAMBRIDGE, MA ; AUG 2013 - SEPT 2014

- » Develop and update user personas and user flow scenarios.
- » Explore and conceptualize radically different UX approaches through wireframes and rapid prototyping in order to guide the collaborative process.
- » Work with the team to conduct user tests, interpret user behavior and compile recommendations.
- » Supervise design implementation among front end developers to generate pixel-perfect mirroring of previously approved hi-res comps.

Art Director and Founder

SUPPLY DESIGN CO, BOSTON, MA; MAR 2013 - PRESENT

- » Provide full range creative services including visual identity, branding, cross platform marketing communications, web design and development.
- » Clients include small business, startups, universities, political campaigns, non-profits and artists.
- » Created company’s identity, brand standards and website.

Visual Designer

829 STUDIOS, BOSTON; JUN 2012 - MAR 2013

Graphic Designer

MATHWORKS, BOSTON; JUN 2012 - MAR 2013

Photography Assistant

STEVEN MARSEL STOCK, CAMBRIDGE; JUN 2012 - MAR 2013

Music Producer

TRUX MUSIC, SÃO PAULO, BRAZIL; JUN 2000 - MAR 2010

Recording Artist