



Mau Fontenele

Product & UX Design

maufontenele.com

617.943.4335 | amauryft@gmail.com

5 Whitman Rd, Worcester MA

SKILLS

UI, UX, UXR

UX Leadership and Management

Product Design, Service Design

Accessibility, a11y

Presentations

Storytelling

Problem Solving

Design Systems

User Personas, Flows and Journeys

Wireframing, IA

User Testing, Hotjar

Rapid Prototyping

Responsive Design, App Design

Branding

Figma, Sketch

Miro, Mural

Webflow Relume

Adobe CC (PS, IL, ID)

Photography

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

User Experience Manager (UX, UI, UXR)

BOSTON SCIENTIFIC JANUARY 2023 - PRESENT (1 YEAR 6 MONTHS)

- » Led a team of 4-6 UI, UX, and UXR professionals to enhance and create healthcare professionals' experiences using human-centered design methods. Fostered collaboration and trust with leaders outside the team through open design feedback, mentorship, and career development support.
- » Collaborated with product owners, marketing, brand, and tech directors to develop project strategies, ensuring appropriate UX involvement and managing workloads. Advocated for customers through discovery, research, and user testing. Managed hiring, contracts, and budget tracking.
- » Elevated eCommerce success, driving total revenue to \$68M+ with eComm revenue exceeding \$46M in 2023. Gained 900+ new accounts, totaling 2,000+, and achieved a 55% reduction in manual orders. Scaled eComm to hospitals and onboarded Electrophysiology for a pilot launch.
- » Spearheaded multiple User Experience Research (UXR) studies, defining the roadmap for eCommerce and Lab Agent, leading to improved and optimized account flow integration.
- » Partnered with the Design System team, providing feedback and insights to improve collaboration models between teams.
- » Led team members through engagements with marketing leaders and agencies to migrate/redesign over 4 major initiatives into new sites. Partnered with content strategists and project owners, utilizing UX best practices and user research to broaden our enterprise design system.

“Mau is an exceptional leader and visionary UX professional. His leadership enabled us to launch an MVP e-commerce experience in a new industry with outstanding customer feedback and KPIs that exceeded our goals and expectations...Mau is great to work with and can always be counted on to be up to speed on the latest UX practices. I highly recommend Mau and welcome the chance to work with him again soon.

DEIRDRE PETERS
HEAD OF DIGITAL COMMERCE, BOSTON SCIENTIFIC

I had the incredible opportunity to work with Mau who is not only a brilliant designer but also a great mentor and manager. His ability to ask insightful questions consistently propelled my growth as a designer. Mau’s energy, expertise and innovative approach inspired me to think outside the box, leading me drive significant impact for the growth of the ecommer platform... His ability to translate user insights into effective design solutions was truly remarkable!

CHLOE KIM
PRODUCT DESIGNER, BOSTON SCIENTIFIC

Principal Product Designer - UI/UX and UX Research BOSTON SCIENTIFIC , JULY 2021 - DECEMBER 2022

- » Collaborated with a tiger team to define strategy, build, and deploy an e-commerce experience and core systems (PIM, Design Libraries, Aprimo integrations). Advocated for customers through human-centered design methods.
- » Led user research and UI/UX design of all e-commerce touch-points, aligning with OOTB SAP systems for quick delivery, and setting up iterative enhancement cycles. Demonstrated end-to-end product design execution and leadership.
- » Tested concepts with low and high-fidelity prototypes at various project stages. Designed UI system for eCommerce and influenced the upcoming enterprise-wide headless design system.
- » Defined vision for AI-enhanced search implementation with Coveo.
- » Co-created standards for product photography, overseeing photoshoots, retouching, and approvals.
- » Led research for healthcare experiences, interviewing over 80 physicians and professionals. Managed test design, planning, conducting interviews, compiling learnings, and evangelizing solutions.

Design Team Lead WAYFAIR, MARCH 2019 TO DECEMBER 2021

- » Designed an efficient and delightful experience across five platforms serving three distinct audiences, leading end-to-end product design.
- » Orchestrated flows synchronizing workflows with complex and detailed interactions, distilling, simplifying, and guiding processes for an intuitive and frictionless experience.
- » Collaborated with UX Researchers on research design and execution to provide user-centric and business-effective solutions. Advocated for the customer through human-centered design methods.
- » Led and expanded iOS and Android Apps for Assembly professionals. Designed, managed, and worked with developers on mobile app design systems for both iOS and Android, focusing on efficiency and simplicity.
- » Bridged the transition from an app-specific Design System to an Enterprise-wide mobile app Design System for further enterprise-wide efficiency.
- » Collaborated with leadership to develop Level C presentations, contributing to further strategy development, and planning and facilitating workshops.

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 PRODUCT DESIGN, WAYFAIR

I worked alongside Mau while we were each leading Product Design in different squads, gaining firsthand experience of his drive and UX acumen. He is a great collaborator; we co-lead design sprints, and we partnered to steer roadmaps and leadership while advocating for the user. He is an excellent and forward thinking design partner.

TOM GIANINNI
CREATIVE DIRECTOR, VISTA

Principal Product Designer

VISTA, DECEMBER 2017 TO MARCH 2019

- » Partnered and co-led a squad alongside different product owners to define strategies, testing plans, and success metrics. Advocated for the customer through human-centered design methods and prioritization of design-centered product enhancements.
- » Collaborated with partners to identify quick wins as a way to uncover future paths. Worked in an in-squad environment for rapid experience development.
- » Powered qualitative and usability research cycles while also building on previous research. Integrated new rendering technologies into user flows.
- » Learned and iterated through monitoring live data. The squad was singled out for performance on exclusive user experience-based wins for FY18 (Revenue/CR/AOV).

UI/UX Lead Designer

VISTA, SEPTEMBER 2015 TO DECEMBER 2017

- » Discovered, created, and tested customer-centric experiences under an agile framework. Advocated for the customer through human-centered design methods.
- » Collaborated in the UI library development team, enhancing system thinking, and bridging visual designers and engineers.
- » Led design projects to encourage and promote cohesiveness and speed, both inside the design team and the organization as a whole.
- » Collaborated with stakeholders to design and implement system-wide UI/UX solutions to enable rapid product offer expansion, resulting in \$200MM in incremental revenue.
- » Iterated through multiple MVP cycles to achieve enterprise-wide CMS re-platforming.
- » Worked closely with technical leads and developers to build and deploy scalable features, pages, and flows.

UI/UX Lead Designer

PIXEL MACHINERY, JANUARY 2012 TO SEPTEMBER 2015

- » Create and evolve the company's brand identity and standards as well as its online presence.
- » Worked with clients to gather information about business goals and project objectives. Advocated for the customer through human-centered design methods.
- » Guided the web design creative process through all stages, including site-mapping, user persona development, user flows, prototyping, hi-res comps, and CSS implementation.

Mau is an incredibly skilled designer and an even greater person. He has an amazing ability to think outside of the box, bring strategy to life and offer unique, creative solutions. I work on the strategic side of the organization and have found Mau to be a wonderful thinking partner. He is a true asset.

JORDEN CIRUOLO
ECOMMERCE MANAGER, VISTA

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, MASSSAVES

“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 Designer

ROUNDTOWN, CAMBRIDGE, MA ; AUG 2013 - SEPT 2014

Art Director and Founder

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

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

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

Core Skills:

- » Strategy & Planning
- » Portfolio Prioritization
- » Human-Centered Design Methods
- » Leading & Developing Teams
- » Conflict Resolution
- » Early Product Definition
- » End-to-End Product Design
- » Workshop Facilitation

Product Design:

- » Visual Design
- » UI Design
- » Mockups
- » Design Systems
- » Atomic Design Systems
- » Service Design
- » Accessibility (a11Y, WCAG)

User Experience Design (UED):

- » Storyboarding
- » User Personas
- » Wireframes
- » User Flows Diagrams
- » Journey Mapping
- » User Research (UXR):
- » User Test Planning and Execution
- » Prototyping

Software:

- » Figma, Sketch, Invision, Adobe XD, Abstract, Webflow, Relume, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe Lightroom.

UXR Specific:

- » usertesting.com, Hotjar

Others:

- » Photography, Miro, airtable, Jira, Trello, Monday, MS Office Suite