



Mau Fontenele

Product & UX Design

maufontenele.com (WIP)

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5 Whitman Rd, Worcester MA

SKILLS

UI, UX, UXR

User Personas, Flows and Journeys

Rapid Prototyping

Wireframing, IA

Interdisciplinary Collaboration

Problem Solving

Storytelling

Design Research Planning and Execution

User Interviews, User Testing, Hotjar

Responsive Design, App Design

Product and Service Design

Design Systems

Accessibility, a11y

Leadership and Design Team management

Presentations and Branding

Figma, Sketch, FE Design Handoff

Miro, Mural

Webflow Relume

Adobe CC (PS, IL, ID)

Photography

EDUCATION

Massachusetts College of Art and Design

GRAPHIC DESIGN CERTIFICATE, MAY 2012

Ceará Federal University - Brazil

ARCHITECTURE AND URBANISM, BACHELORS

Musician's Institute

KEYBOARD LIVE PERFORMANCE

INTRO

Seasoned UI/UX designer and leader with over 10 years of experience delivering user-centered solutions that simplify complex interactions in healthcare, e-commerce, and gig economy apps. Skilled in user research, design systems, and cross-functional collaboration, I've led design efforts to achieve significant revenue growth and efficiency gains by optimizing user workflows. Passionate about creating intuitive designs that empower users, I'm eager to apply my expertise in UX design and leadership to enable engineers and scientists to solve complex problems seamlessly.

WORK

Principal UI/UX Designer

[BAUSCH + LOMB - JULY 2024 - TODAY \(CONTRACT\)](#)

- » Coordinated with international business partners across North America and EMEA, guiding and providing UX Design solutions in the context of an embryonic product team, enhancing user satisfaction, streamlining interactions, and promoting a cohesive system approach across different regions.
- » Spearheaded the development of Version 1 of a comprehensive Design System, significantly advancing the website's capabilities and setting the stage for a seamless platform migration.
- » Actively advocated within the organization to enhance awareness of accessibility standards, promoting the integration of these principles into brand guidelines for broader user inclusivity.

UX Design Manager- UI/UX and UX Research

[BOSTON SCIENTIFIC - JANUARY 2023 - JULY 2024](#)

- » 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.
- » Elevated eCommerce success, driving total revenue to \$68M+ with eCommerce revenue exceeding \$46M in 2023. Gained 900+ new accounts, totaling 2,000+, and achieved a 55% reduction in manual orders. Scaled eCommerce to hospitals and onboarded Electrophysiol-

“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 ecommerce platform... His ability to translate user insights into effective design solutions was truly remarkable!

CHLOE KIM
PRODUCT DESIGNER, BOSTON SCIENTIFIC

ogy for a pilot launch.

- » 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.
- » 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.

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.

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

- » Collaborated with UX Researchers on research design and execution to provide user-centric and business-effective solutions.
- » 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.

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

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

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.

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

Core Skills:

- » Human-Centered Design Methods
- » Leading & Developing Teams
- » Conflict Resolution
- » End-to-End Product Design
- » Workshop Facilitation
- » Strategy & Planning
- » High Level Presentation

User Experience Design (UX):

- » Mockups and Prototyping
- » Storyboarding and User Personas
- » Wireframes, User Flows Diagrams
- » Journey Mapping
- » Interaction Design
- » Accessibility (a11y, WCAG)

UXR Specific:

- » User Test Planning and Execution
- » User Interviews
- » Heuristics evaluation

UI/Product Design:

- » Visual Design
- » UI Design
- » Design Systems
- » Service Design
- » Front End Handoff

Software:

- » Figma, Adobe XD, Miro, Mural, Sketch, Invision, Abstract, usertesting.com, Hotjar, airtable, Webflow, Relume, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe Lightroom.