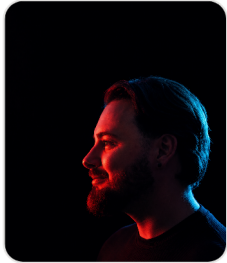


Maurycio Elias.

Growth & Service Design for B2B SaaS / ERP · AI-Native

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SUMMARY

I'm a **Senior Product Designer** with 15+ years of experience, the last five focused on **growth and service design** for B2B ERPs and financial systems. At Conta Azul (Visma), I designed experiences for more than **100,000 B2B customers**. I led 31 growth initiatives across the full funnel; the highest-impact one lifted **first-days revenue by 19%**.

I specialize in design that cannot fail: invoicing, billing, and sales — the flows a small business runs every day. I designed a supplier ERP at MadeiraMadeira, reworked Conta Azul's fiscal and sales flows, and contributed **components and tokens** to the design system.

I work **AI-native** every day: I use Claude Code, Lovable, agents, and a range of AI tools to take a prototype to working code in days, with user research at the center of the process and accelerated by AI. Other designers on the team adopted my AI research model.

Before that, I worked across agencies, startups, and large platforms and designed for Caterpillar, Telefônica, and Vivo.

SKILLS

PRODUCT & GROWTH

Product Design

Growth Design

Service Design

UX Research

Usability Testing

CRAFT & SYSTEMS

UI Design

Interaction Design

Design Systems

Design Tokens

Prototyping (Figma)

AI-NATIVE

Generative AI

AI-assisted research

Prompt-to-prototype

FOUNDATIONS

Information Architecture

Data-informed design

DesignOps

EXPERIENCE

Conta Azul (Visma Global)

4 yrs 4 mos

AI Native Designer

Feb 2026 - May 2026 · Joinville, Brazil

- Built the team's **AI-native** workflow: with Claude Code, Lovable, and MagicPatterns, prototypes started becoming working code in days.
- Automated UI-variation generation and qualitative research synthesis, and the team started testing more ideas in the same amount of time.
- Defined the product's AI interface patterns (generative UI states, AI surfaces); other designers adopted my AI research model.

Growth Designer — Activation & Engagement

Aug 2023 - Jan 2026 · Joinville, Brazil

- Led **31 growth initiatives** across activation, engagement, fiscal issuance, and feature discovery, prioritized with service design and product data.
- Redesigned the product's first-run experience (banners, empty states, contextual help): **+21%** feature adoption, **+108.5%** overview clicks, and **+19%** first-days revenue.
- Took an onboarding that depended 100% on the CS team and turned it into self-service, with 12 segmented Appcues flows; in the services-cluster A/B test, **+40%** sales created and **+37%** invoices created.
- Simplified sales and fiscal-issuance flows: **+13.5%** NF-e issued and **+11%** trial-to-invoice conversion.
- Designed a gamified activation experiment that reached, in the isolated cohort, **+500%** trial-to-subscription conversion and **+120%** engagement. We paused it because another checkout test interfered, not because of results.

Senior Product Designer — Awareness & Acquisition

Feb 2022 - Jul 2023 · Joinville, Brazil

- Worked the full funnel, from acquisition to retention, and tied each deliverable to the value stream's KPIs.
- Contributed **components and tokens** to Conta Azul's design system, the working base for all product teams.
- Mapped **200+ improvement opportunities** with other teams; that mapping gave rise to a new team dedicated to experience quality.

MadeiraMadeira

Senior Product Designer · Apr 2021 - Feb 2022 · Curitiba, Brazil

- Designed an **ERP for build-to-order suppliers**: product registration, NF-e invoicing, logistics, and delivery tracking to the end customer. I validated each flow in interviews and usability tests with the suppliers themselves.

Agência Puxa

Co-founder & UX Designer · May 2018 - Jan 2021 · Curitiba, Brazil

- Co-founded the agency and led a design, dev, and marketing team serving mid-size and large clients, from research to handoff.
- Led the design of **Caltec's fleet-management ecosystem**: a driver app and two web dashboards built to cut waste and losses in transport.

Econet Editora Empresarial

UX Designer · Jan 2018 - May 2018 · Curitiba, Brazil

- Designed and refined web and mobile interfaces with usability research and consistent interaction patterns.

Grupo WDM do Brasil

Designer · Apr 2012 - Dec 2017 · Curitiba, Brazil

- Designed websites, systems, and landing pages for brands such as **Caterpillar, New Holland, FCA, Telefônica, Vivo, and GVT**, with a focus on usability.

Abissal Design & Comunicação

Art Director · Sep 2011 - Dec 2011 · Curitiba, Brazil

- Designed institutional web interfaces and visual identities, focused on usability and brand consistency.

EDUCATION & CREDENTIALS

EDUCATION

PUC-RS

Specialization, User Experience Design · 2022-2023

Anhembi Morumbi

Specialization, User Experience · 2021

Anhanguera

Extension course, Service Design · 2024-2025

UniBrasil

B.A. in Design (Communication) · 2007-2011

CERTIFICATIONS

UX Research

Artificial Intelligence Micro-Certification (AIC)™

UX Design Bootcamp

HTML & CSS

User Experience in Games

LANGUAGES

Portuguese — native

Metrics are real, sourced from Conta Azul growth-design results (2023-2025).