

Maxi di Carlo

Senior Product Designer with 15+ years designing intuitive, scalable interfaces for B2B SaaS. Led redesigns and new features that grew enterprise adoption 13x and cut build time by 76%. Combines user research, prototyping, and close collaboration with product and engineering to ship and learn fast.

Bahia, Brasil

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Portfolio: maxidicarlo.com. Case studies are password protected: **studio-2026**

EXPERIENCE

Stensul, Senior Product Designer – Remote

AUGUST 2024 - PRESENT

- Led the design process for a core platform feature, from user needs and usability through validation, increasing enterprise adoption by 13x.
- Led design and validation of a branding feature that let customers build on-brand content from reusable styles, cutting build time by 76%.
- Drove design decisions through regular usability testing with customers, identifying pain points and iterating on solutions.
- Collaborated with design and engineering to implement the new product brand consistently across the platform.
- Promoted a culture of continuous UX refinement through recurring review sessions that improved consistency across the platform.
- Integrated AI into design workflows, from prototyping to customer testing, shortening iteration cycles and speeding up delivery.

Stensul, Product Designer – Remote

DECEMBER 2019 - AUGUST 2024

- Partnered with product and engineering to understand requirements and align on objectives, designing user-centric interfaces informed by user research, wireframes, and prototypes.
- Streamlined asset creation so marketers could produce compliant, responsive emails and landing pages 10X faster, cutting production time by 90%.
- Created wireframes, prototypes, and high-fidelity designs for new features, refining them with engineering and product, based on feedback and testing.
- Contributed to the rollout of a new design system, improving consistency across the platform.

Stensul, UI Designer – Remote

DECEMBER 2016 - DECEMBER 2019

- Designed the visual and interaction layer of Stensul's enterprise platform, creating interfaces that were easy to learn and consistent across the product.
- Collaborated with engineers to deliver pixel-accurate, production-ready interfaces.

- Produced eBooks, infographics, and case studies that supported customer onboarding and adoption.
- Co-built the HTML email framework powering the platform's email generation, ensuring reliable rendering across all email clients and devices.

FanBridge, UI Designer – Remote

FEBRUARY 2010 - DECEMBER 2016

- Designed internal tools for client-facing teams on a CRM platform managing 600M+ fan relationships for global brands and creators.
- Crafted polished UI for internal tools, defining layout, typography, and visual hierarchy to make complex data easier to scan.
- Built custom email templates tailored to each client's brand and audience.
- Produced documentation, banners, and client-facing visual assets that supported daily operations.

Freelance, Web Designer – Remote

DECEMBER 2008 - JANUARY 2010

- Designed and built websites for mid-sized companies, from concept to final handoff.
- Collaborated directly with clients to turn business goals into functional, well-structured sites.

EDUCATION

BIOS, Montevideo, Uruguay – Professional Web Designer

FEBRUARY 2008 - DECEMBER 2009

Professional program covering HTML, CSS, and front-end fundamentals, along with UI/UX principles and layout design for the web.

ORT University, Montevideo, Uruguay – PHP OOP

APRIL 2011 - AUGUST 2011

Focused course on object-oriented programming in PHP, covering class design, inheritance, and best practices for scalable web applications.

SKILLS

Core: Product Design · User Research & Testing · Prototyping · Information Architecture · User Flows · Journey Mapping · Responsive Design · Accessibility (WCAG) · Design Systems · Visual Design · Design Thinking

Tools: Figma · Sketch · Adobe Photoshop · AI Tools (Claude, ChatGPT) · Miro · FigJam · Framer

Languages: Spanish (fluent) · English (fluent) · Portuguese (fluent)