MAURO FACCIOLLA

Head Designer | UI/UX, Design Systems & AI-Accelerated Workflows

San Diego, CA | hello@maurofacciolla.com

LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Head Designer with 15+ years of experience bridging the gap between high-fidelity design and technical execution. Expert in architecting scalable design systems in Figma and leveraging a background in web development to ensure seamless, production-ready handoffs. Builds AI-accelerated workflows, from agent-driven production pipelines to scripted Adobe automation, that speed up delivery while keeping creative judgment human. Trilingual professional (English, Portuguese, and Spanish) focused on creating conversion-driven interfaces that solve complex business problems.

SKILLS MATRIX

Design & Strategy	Technical Stack	Tools & Workflow
UI/UX Design & Prototyping	HTML5, CSS3, JavaScript	Figma (Expert)
Design Systems Architecture	React.js, Node.js	Adobe Creative Cloud
Conversion Optimization (CRO)	Git, GitHub, VS Code	Cross-functional Leadership
AI-Accelerated Workflows	Claude Code, ExtendScript	Claude, Gemini, OpenAI
Prompt & Workflow Design	Antigravity, Figma MCP	Firefly, Ollama (Local AI)

PROFESSIONAL EXPERIENCE

Now Media Group San Diego, CA

Head Designer May 2020 – Present

- **Strategic Leadership:** Directing end-to-end UI/UX strategy for responsive web and campaign experiences, ensuring designs align with business objectives and conversion goals.
- **Systems Architecture:** Develop and maintain a scalable design system in Figma, reducing design-to-development friction and ensuring 100% visual consistency across all digital touchpoints.
- **Technical Integration:** Partnering with engineering and product teams to deliver production-ready assets, leveraging a background in web development to ensure technical feasibility and seamless handoffs.
- **AI-Accelerated Production:** Built a Claude Code agent workflow that takes client tasks from intake to approval, and automated InDesign, Illustrator and Photoshop production with ExtendScript and Firefly Generative Fill.

Techaround San Diego, CA

UI Designer & Art Director (Freelance) 2014 – 2020

- **Visual Modernization:** Led the UI/UX redesign for a diverse portfolio of clients, including the Warrior Foundation, Navigation Group and Ki's Kitchen, transforming legacy interfaces into modern, responsive digital products.
- **Cross-Functional Collaboration:** Partnered with stakeholders and developers to ensure design integrity across platforms, maintaining a focus on accessibility and brand consistency.
- **Full-Spectrum Design:** Managed the transition from conceptual art direction to high-fidelity execution, bridging the gap between creative vision and technical requirements.

Creative Circle San Diego, CA

Graphic Designer & Production Artist (Freelance) 2015 – 2019

- **Agency Support:** Provided high-level design and production support for top-tier advertising agencies, including The Lambesis Agency and Carling Communications.
- **Multichannel Campaigns:** Collaborated with creative directors to produce assets for large-scale campaigns, ensuring 100% brand accuracy across print, web, and social media.

SLA Propaganda Salvador, BA, Brazil

Production Artist 2008 – 2012

- **Large-Scale Execution:** Managed the finalization and technical delivery of production assets for national brands and government entities, including **Claro** and **Sebrae**.
- **Technical Quality Control:** Ensured absolute brand compliance and technical accuracy for high-volume print and digital media distributions.

EDUCATION

Full Stack Web Development Certificate | UC San Diego Extension

24-week intensive program focused on bridging the gap between high-fidelity UI design and front-end implementation using React.js and modern JavaScript.

Bachelor's Degree in Communication & Advertising | UNIFACS (Salvador, Brazil)

Focus on Visual Communication, Brand Strategy, and Consumer Behavior.