



# Carel Maeda

## Project Design Manager

6+ years translating user research into revenue growth and engagement lift across enterprise fintech accounts.

Leading cross-functional design from discovery to delivery.

### WORK

#### Project Design Manager

Paygos Inc, Nov 2023 - Present

- Revenue: 10–15% YoY growth across client accounts by turning user research into new features
- Engagement: ~15% YoY growth by simplifying workflows and cutting friction on our platform
- Leadership: Lead design across engineering and product, setting roadmap priorities by impact, feasibility, and value
- Discovery: Lead client workshops to find product gaps and growth opportunities

#### Project Design Specialist

Paygos Inc, Oct 2020 - Nov 2023

- Testing: Ran A/B tests and UX improvements to lift conversion and platform performance
- Design System: Helped build a design system that sped up delivery and kept products consistent
- Prototyping: Built high-fidelity prototypes to win buy-in faster and cut rework

#### Project Coordinator

Paygos Inc, May 2019 - Oct 2020

- Operations: Owned financial reporting and operations to improve accuracy and accountability
- User Support: Monitored contact channels, answered tickets, and resolved user issues

### CONTACT

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[www.carelmaeda.com](http://www.carelmaeda.com)

### EDUCATION

#### User Experience Design

University of Toronto - Expected  
Dec 2026

#### Web Design Certificate

Parsons School of Design, NYC -  
May 2021

#### Marketing Diploma

George Brown College - Sep 2019

#### BA in Mech. Engineering

Mackenzie University, Brazil - Dec  
2015

### COMPLEMENTARY

#### UX Design Certificate

Google - May 2021

#### Responsive Web Design

FreeCodeCamp - Sep 2022

### LANGUAGES

EN · PT · ES · FR

### SKILLS

Design Systems · User  
Research · Prototyping · A/B  
Testing · Accessibility · Figma ·  
React · Next.js · Git