

MAX CIACCIO

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PROFILE

Lead Product Designer with experience in complex SaaS and B2B products, applied AI, and design systems. I partner with Product and Engineering to turn complex workflows into scalable and measurable user experiences, reducing design time by 50% and frontend development by 35%.

PROFESSIONAL EXPERIENCE

Lead Product Designer at ACV Auctions / Eureka Labs (May 2023 – Present)

- Led UX/UI strategy for a field inspection app, reducing inspection time by 5% and enabling one additional vehicle inspection per inspector per day.
- Spearheaded an AI-powered inspection app that reduced condition-report time by 50% and was adopted by Tesla and Renault dealerships.
- Led discovery and product improvements that increased orders by 5% and raised attachment rate from 51% to 60% YoY.
- Unified design systems across two products, reducing design/UAT effort by 20% and frontend development effort by 35%.

UX Lead at QLess (January 2022 - May 2023)

- Redesigned a legacy platform, simplifying an ecosystem where 80% of features served fewer than 2% of users and introducing automation to streamline decision-making; launched an MVP adopted by 16% of clients in its first month.
- Built a design system across Product and Engineering teams in three time zones, enabling consistent asynchronous collaboration.

Senior Product Designer at Yappa (December 2020 - December 2021)

- Redesigned the core legacy product by improving UX quality and grounding early product decisions in user research.

UX/UI Team Lead at Accenture (2013 - 2020)

- Led cross-functional teams across multi-platform product design, branding, and communication initiatives; mentored designers and facilitated UX workshops.

LANGUAGES

English: C1-C2 (professional proficiency). **Spanish:** Native

SKILLS

Product & UX: Product Strategy · End-to-End Product Design · Product Analytics · User Research · Interaction Design · Information Architecture · Usability Testing · Accessibility (WCAG)

Systems & Delivery: Mobile & Web Products · Design Systems · Roadmap Prioritization · Discovery Workshops · Design Critiques

Leadership & Collaboration: Stakeholder Management · Cross-Functional Leadership · Mentorship

Tools & AI: Figma · AI-Assisted Design & Prototyping · Claude · OpenAI Codex

EDUCATION

Degree in Multimedia Design (2000-2003) - Escuela Superior de Arte Multimedial Da Vinci

User Research Methods (2024) - Interaction Design Foundation