



Portfolio

SELECTED WORK

Marcelo Paiva

Design engineer

I design experiences and ship accessible code that runs them. Two decades of that has been spent on enterprise software, several years of it on HR and talent — the systems that decide who gets hired, onboarded and promoted — where the hard part is keeping something powerful approachable. I build design systems other engineers want to use, and that accessibility is something the system enforces rather than something a checklist catches at the end.

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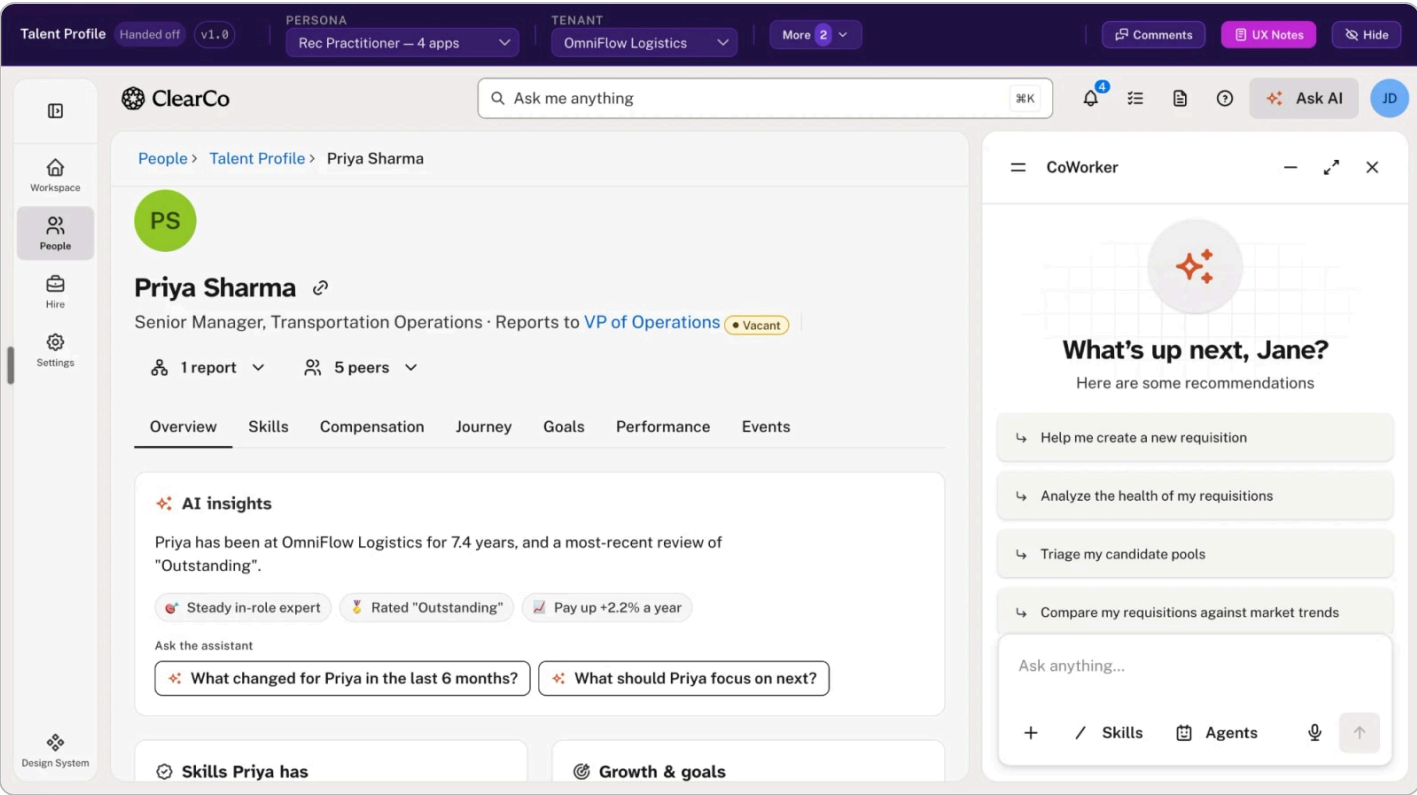
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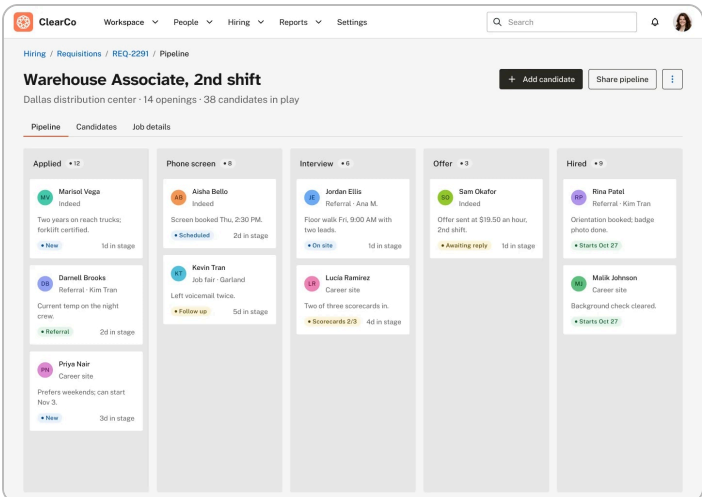
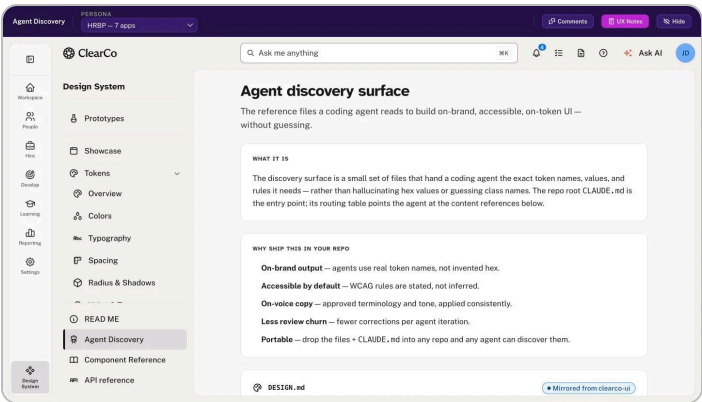
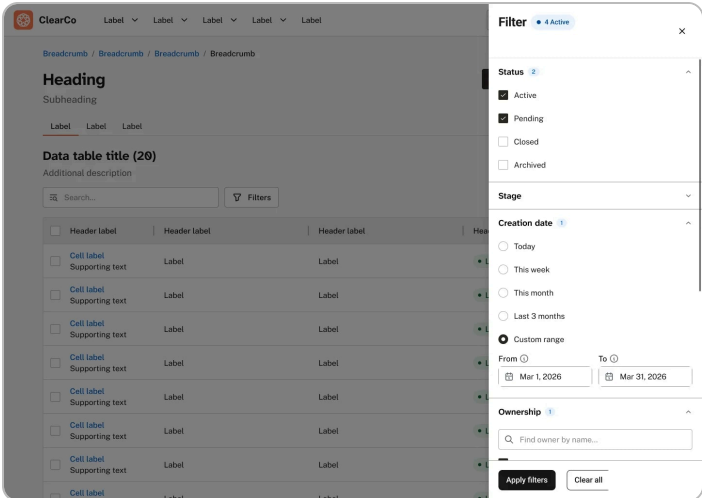
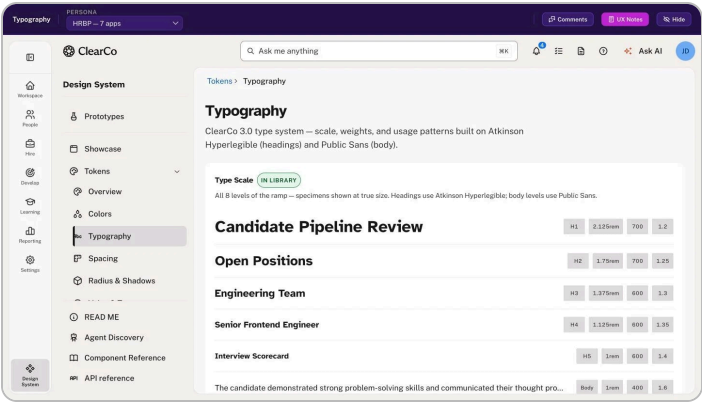
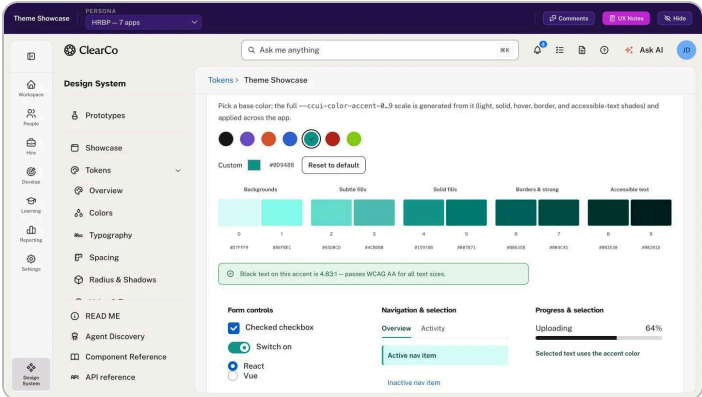
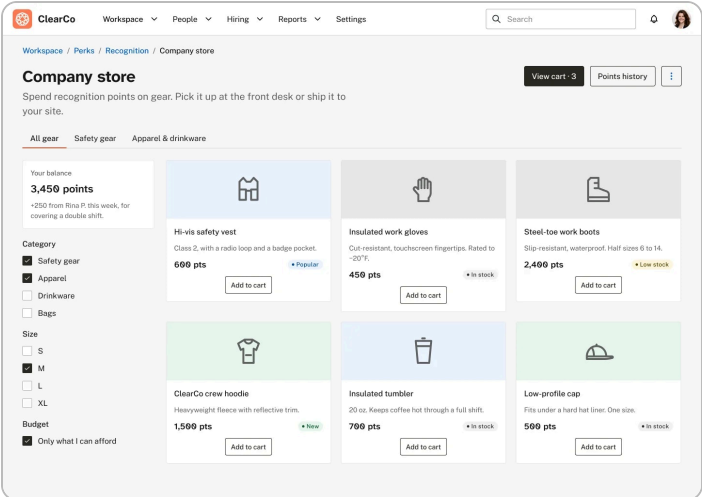
ClearCo: rebuilding a research and design team for agents

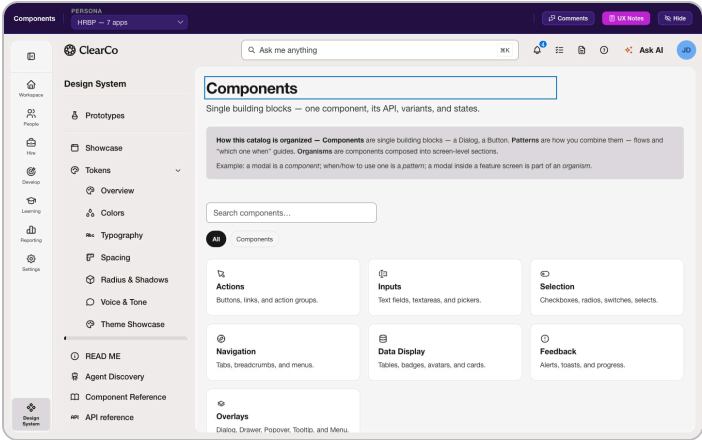
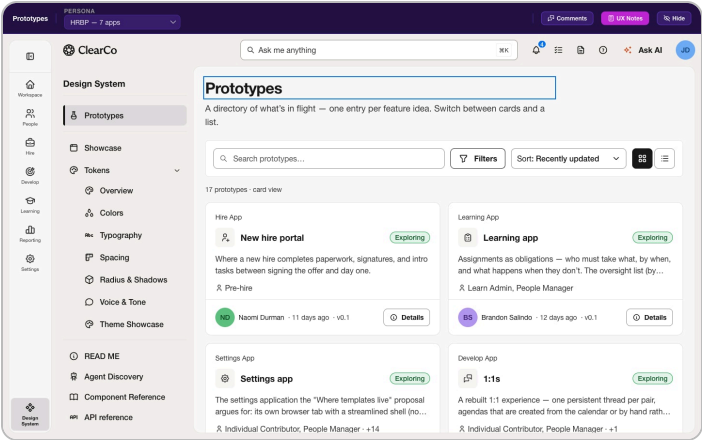
Agents write a serious share of our code, which only works because the material they draw from is readable, testable and checkable. I built that first, and I am still rebuilding a traditional research and design team into one that ships production code through the same gate as the engineers.

ROLE	YEAR	BUILT WITH
Head of UX and accessibility — product, design and engineering; one of the leads of the AI transformation	2024–present	TypeScript, React, Design systems, WCAG 2.2 AA, TDD, AI agents, Vite, Design tokens, Retrieval, citations

Read the case study <https://mpaiva.com/work/hcm-platform> CCDS: a design system that ships itself <https://mpaiva.com/work/ccds>







UKG: asking 184 customers what they were trying to get done

A Jobs To Be Done survey of the recruiting customer base, run to find where investment would move satisfaction and where it would not. Sixteen interviews became 201 outcome statements; 184 people rated every one of them twice. Commissioned and co-authored by me.

ROLE

UX manager — commissioned the study, co-authored the enterprise analysis

YEAR

2019–2020

BUILT WITH

Jobs To Be Done, Outcome-Driven Innovation, Survey design, Contextual interviews, Research leadership

Read the case study <https://mpaiva.com/work/ukg-recruiting>

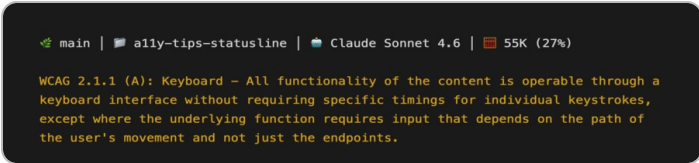
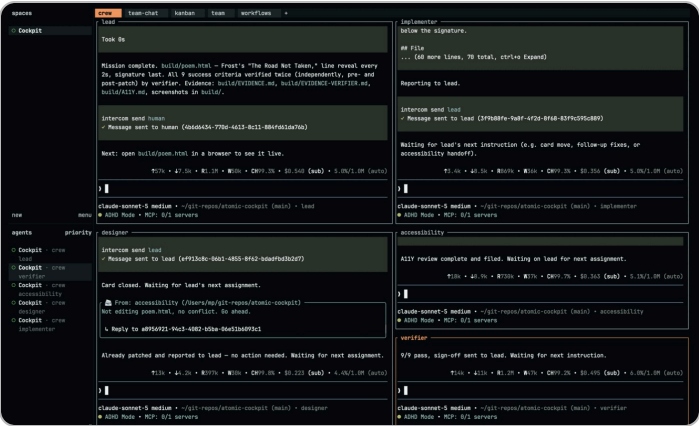
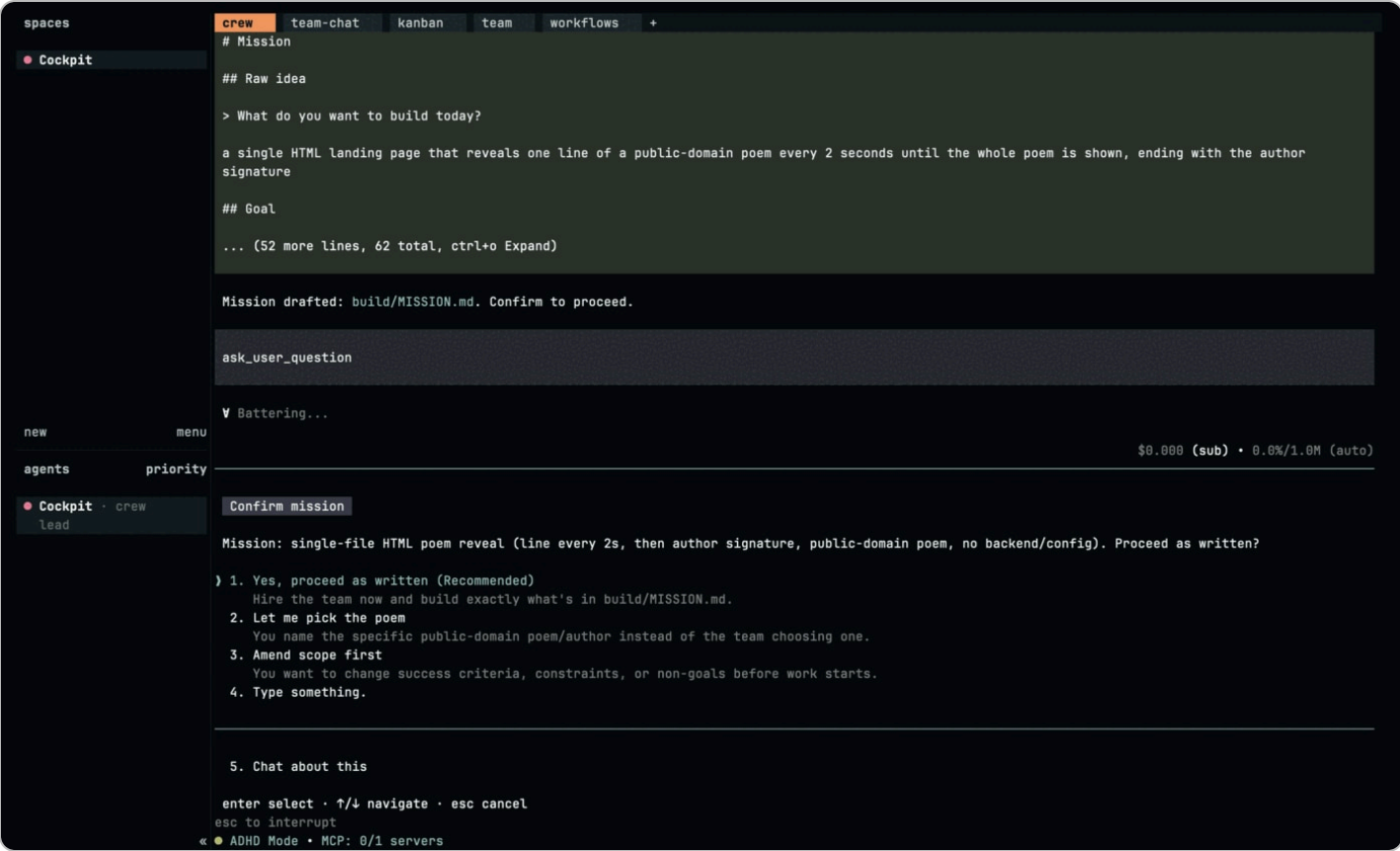


Putting WCAG where the code gets written

Open-source accessibility tooling for AI coding environments: WCAG in the statusline, WCAG as an MCP server, and contrast enforcement inside a coding agent runtime. Plus a cockpit that plans, hires and verifies a team of agents, documented on one real run of nine checks, fourteen minutes and \$1.98.

ROLE	YEAR	BUILT WITH
Open source — author and contributor	2026	TypeScript, MCP, Terminal UI, WCAG 2.2, Multi-agent orchestration

Read the case study <https://mpaiva.com/work/agent-tooling> The repositories on GitHub <https://github.com/mpaiva>



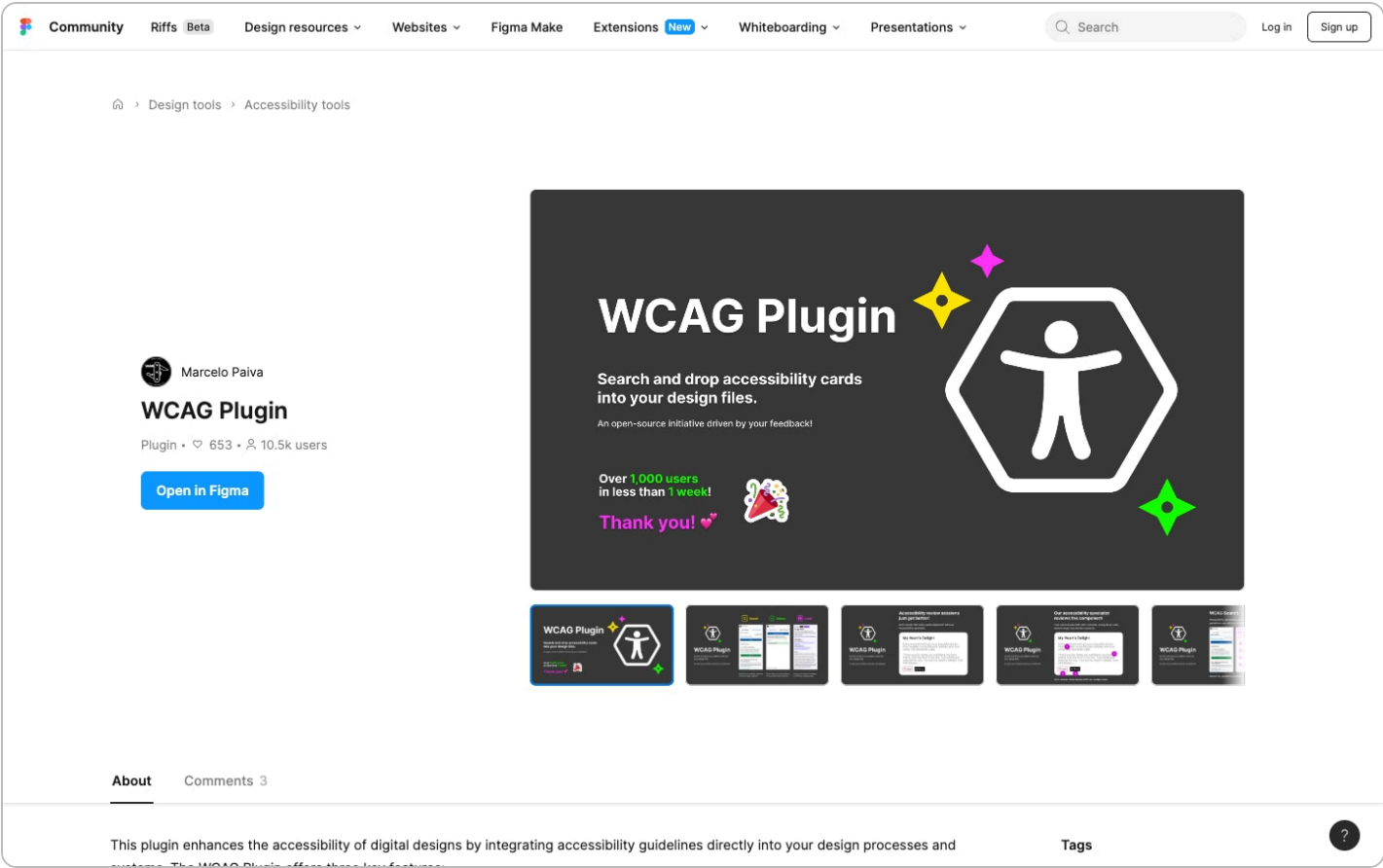
WCAG Plugin for Figma

A free, open-source Figma plugin that puts WCAG guidance, annotation cards and accessibility utility tokens inside the file where design decisions actually get made. 10,500 users on Figma Community, and one feature they could not find.

ROLE	YEAR	BUILT WITH
Designed, built and shipped	2024	TypeScript, Figma Plugin API, Design tokens

Read the case study <https://mpaiva.com/work/wcag-plugin>

Open the live project <https://www.figma.com/community/plugin/1373362852131056921/wcag-plugin>



WTFocus: a focus ring you can check instead of argue about

A tool for designing focus indicators that tells you, while you are still choosing, whether the one you drew passes WCAG 2.2 Focus Appearance. Built to support a symposium paper that took Best Presentation. Design mine, code my son's.

ROLE

Design

YEAR

2020

BUILT WITH

Accessibility, WCAG 2.2, Focus appearance, Open source

Read the case study <https://mpaiva.com/work/wtfocus> [Open the tool](#)

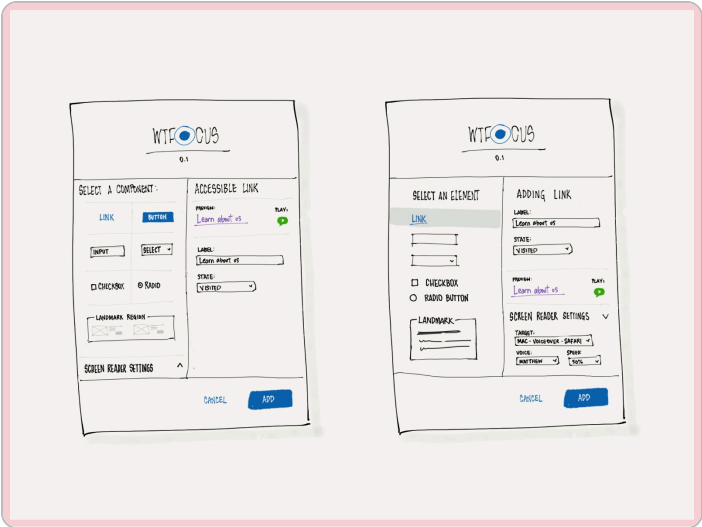
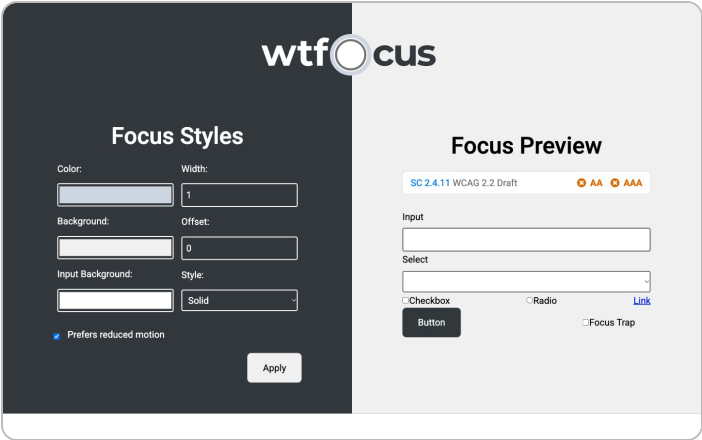
The screenshot displays the WTFocus tool interface, which is split into two main panels: 'Focus Styles' on the left and 'Focus Preview' on the right.

Focus Styles Panel (Dark Background):

- Color:** A blue color swatch.
- Width:** A text input field containing the number '8'.
- Background:** A light gray color swatch.
- Offset:** A text input field containing the number '4'.
- Input Background:** A white color swatch.
- Style:** A dropdown menu with 'Solid' selected.
- ☒ Prefers reduced motion
- Apply** button

Focus Preview Panel (Light Gray Background):

- WCAG 2.2 Draft:** A badge showing 'SC 2.4.11' and 'WCAG 2.2 Draft'.
- Conformance:** Two checkmarks for 'AA' and 'AAA'.
- Input:** A text input field with a blue focus ring.
- Select:** A dropdown menu.
- Form Elements:**
 - ☐ Checkbox
 - ☐ Radio
 - [Link](#)
 - Button** (a dark gray button)
 - ☐ Focus Trap



Great Place To Work Hub: turnover and belonging, read together

The future vision for reading an organization's demographic record and its belonging survey side by side — so that a turnover number becomes a sentence about a specific group of people.

ROLE

Product design lead

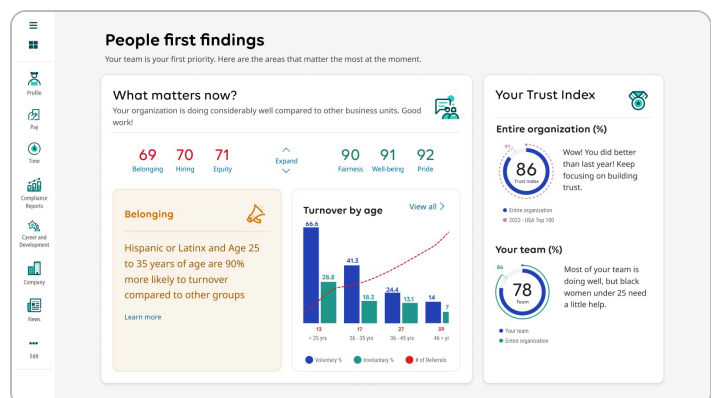
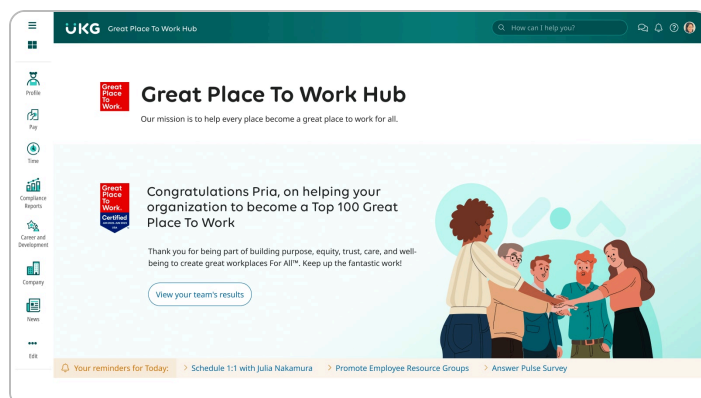
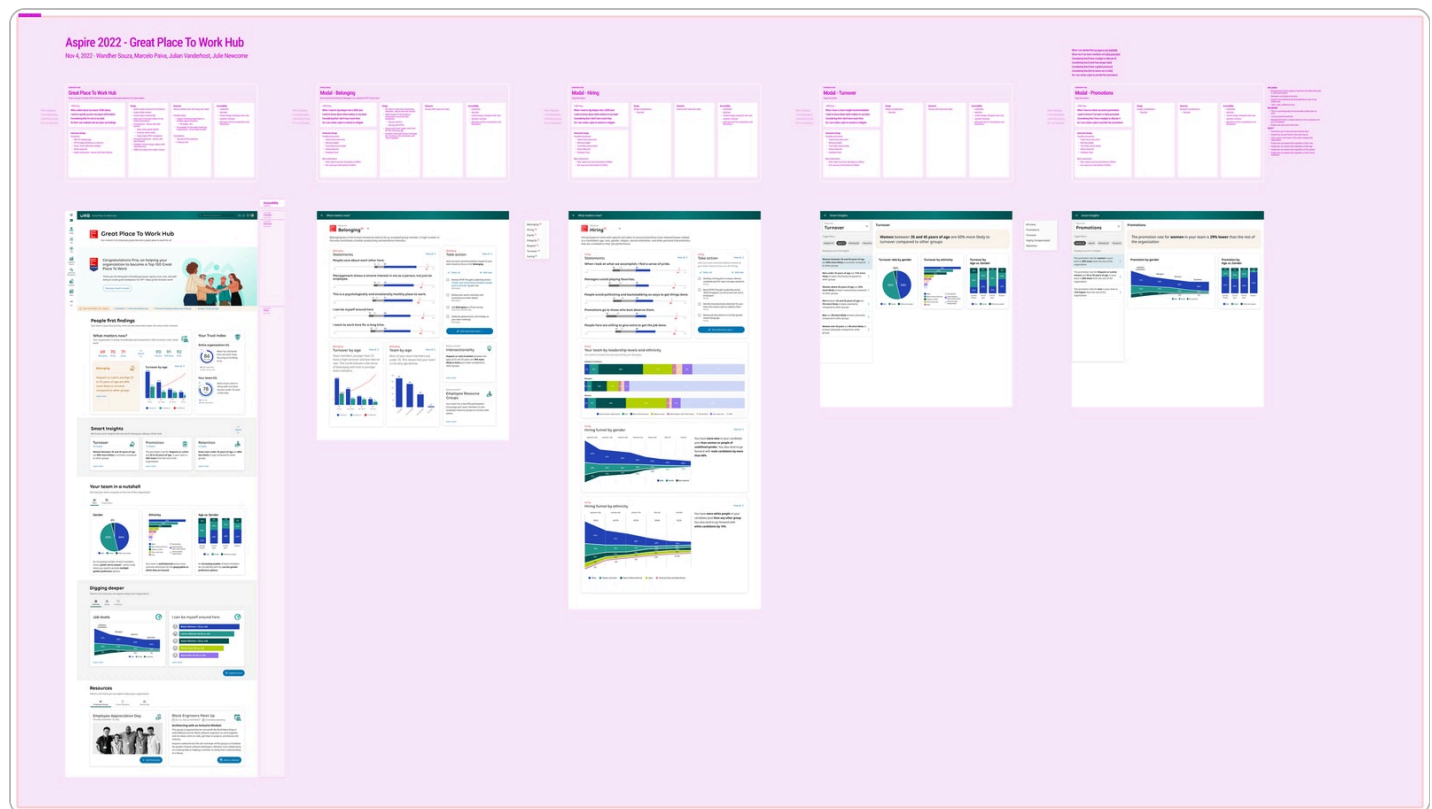
YEAR

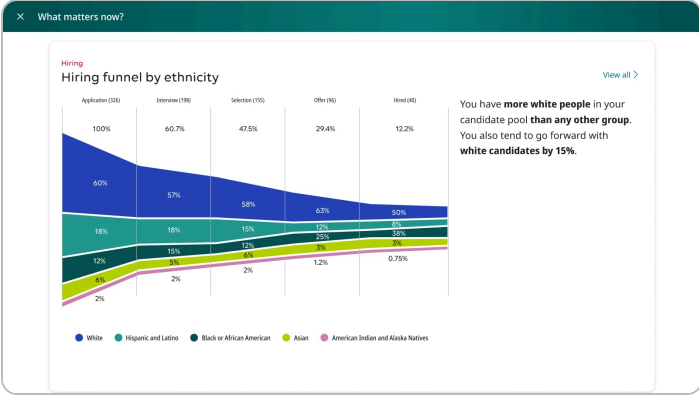
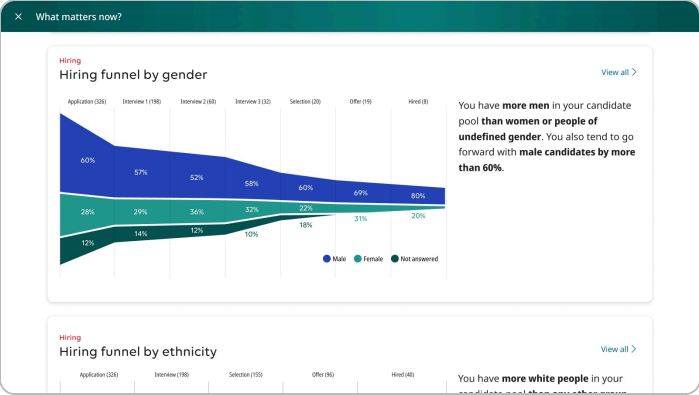
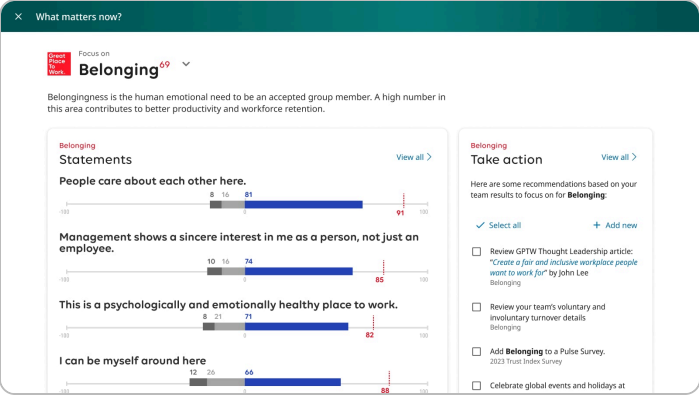
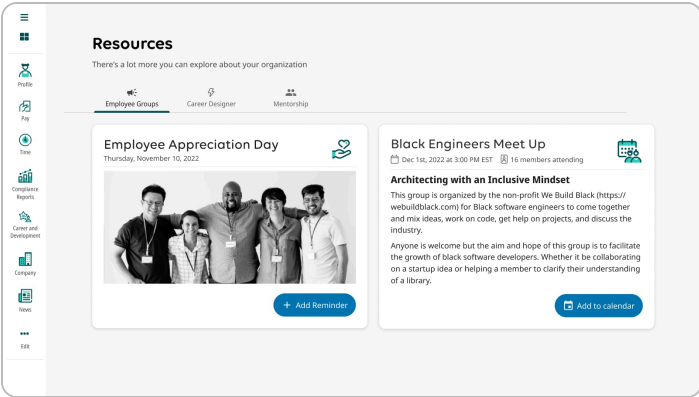
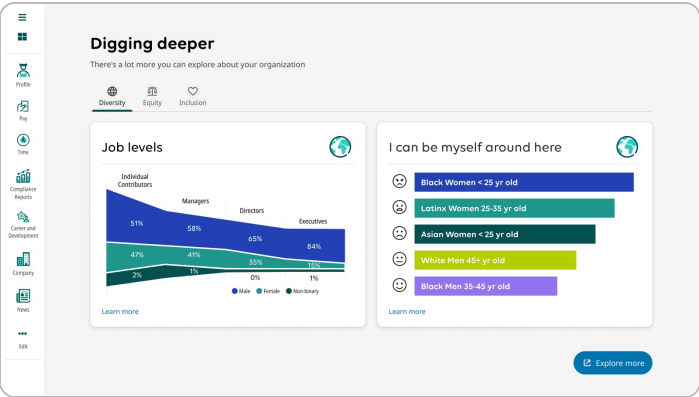
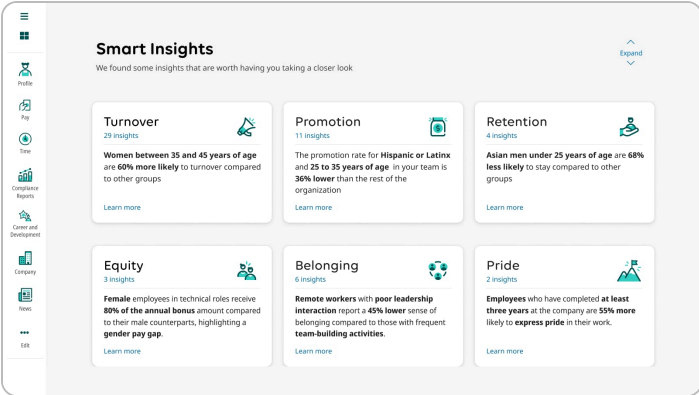
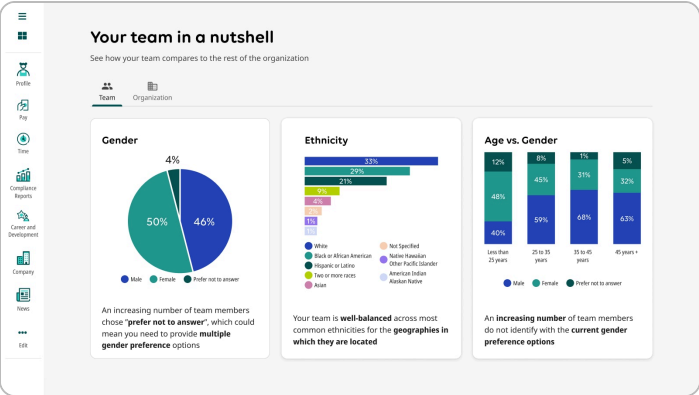
2023

BUILT WITH

Design systems, Data visualization, HCM

Read the case study <https://mpaiva.com/work/great-place-to-work-hub>





Sketches

Paper-stage thinking across recruiting workflows, accessibility tooling and design system navigation — ideas at the point where they are still cheap to be wrong about.

ROLE

Facilitation and sketching

YEAR

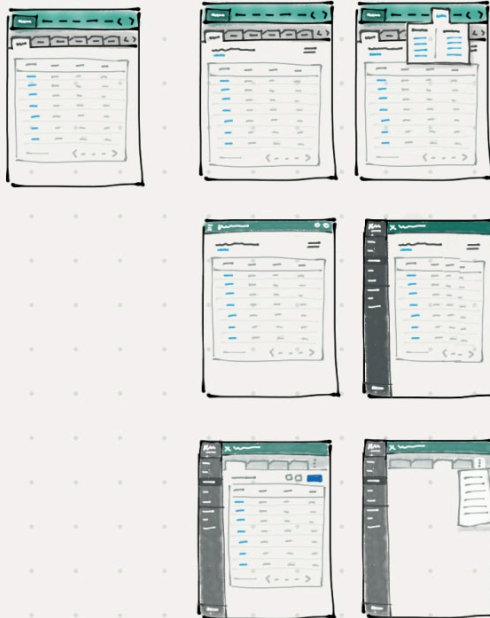
2023

BUILT WITH

Design thinking

Read the case study <https://mpaiva.com/work/sketches>

UKG PRO - NAVIGATION



LEGACY

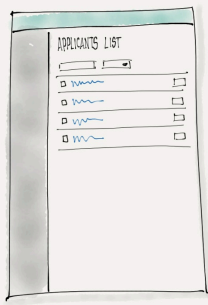
- ISSUES
 - SCALABILITY
 - USABILITY
 - ACCESSIBILITY

DLS COMMON NAVIGATION

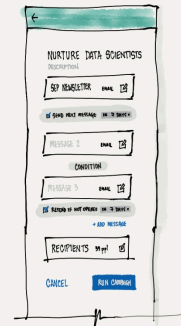
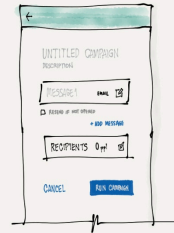
- ISSUES
 - PARADIGM SHIFT FOR EXISTING USERS

PROPOSED SOLUTION

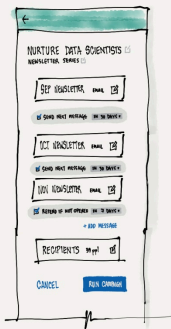
- HYBRID APPROACH
- USE OF LEFT NAVIGATION FOR HIGH-LEVEL CONTENT
- USE OF TABS FOR SECONDARY CONTENT PAGES/VIEWS



CANDIDATE CULTIVATION

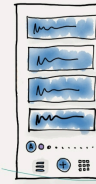


CANDIDATE CULTIVATION



THE DESIGNER'S CRITICAL ALPHABET - DIGITAL VERSION

BY LESLEY-ANN NOEL PhD



WORDS VIEW



LETTERS VIEW



ADD NEW WORD
AUTO DEFINITION



ADD QUESTION
TO DESIGNER

PAVIA
AUG
2020

THE DESIGNER'S CRITICAL ALPHABET - DIGITAL VERSION

BY LESLEY-ANN NOEL PhD



ADD NEW WORD
AUTO DEFINITION



ADD QUESTION
TO DESIGNER



SUCCESS!
- OR NOT -



ADD MEDIA
- OR SKIP -



EXPANDED VIEW
- COMMENT, EDIT, SHARE -

PAVIA
AUG
2020

THE DESIGNER'S CRITICAL ALPHABET - DIGITAL VERSION

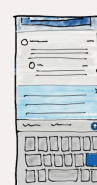
BY LESLEY-ANN NOEL PhD



EXPANDED VIEW
- COMMENT, EDIT, SHARE -



COMMENTS
VIEW

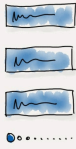


ADDING
A COMMENT

PAVIA
AUG
2020

THE DESIGNER'S CRITICAL ALPHABET - DIGITAL VERSION

BY LESLEY ANN NOEL PhD



CARDS STACK
AS WORDS ARE
ADDED TO THE
LETTER CATEGORY



CARD EXPANDS
WHEN TAPPED
VERTICAL SCROLL



HORIZONTAL SWIPE
GESTURES NAVIGATE
THROUGH LETTERS

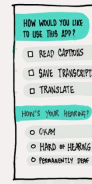
PAIVA
AUG
2020

COMUNIFY APP

JUNE 2021 MARK, SARAH, TIANA



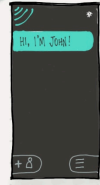
SPLASH



SETUP



HI!



GET NAME

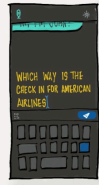
COMUNIFY APP

JUNE 2021 MARK, SARAH, TIANA

TAKE A LEFT
TO TERMINAL C



OPEN KEYBOARD



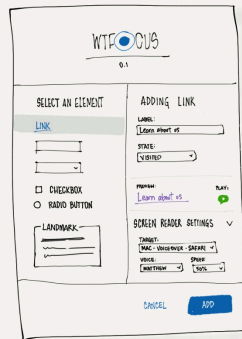
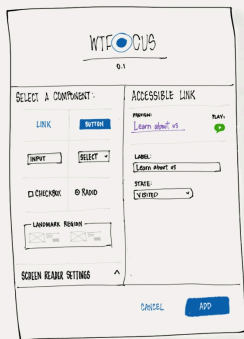
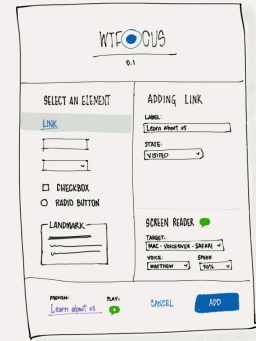
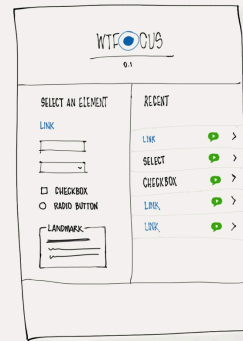
TYPE IN



ADD SPEAKER



HI!



BACK THE FUTURE } WORKSHOP @ TULANE

PAIVA
NOV 2020