

LOUI SAMPAIO

Senior Product Designer

+351927744746

@ loui.a.sampaio@gmail.com

<https://sampaouloui.xyz>

Lisbon

EXPERIENCE

Senior Product Designer

Pipedrive

01/2023 - Present Lisbon

- Primary product designer for the Automation area with over 35K WAU, working closely with a cross-collaborative team of PMs, engineers, PMM, product analysts, content writers, and design alignment from product discovery to product launch
- Researched and delivered an opportunity assignment tool that helps salespeople decrease the time to close a deal and increase average deals won with 76% W5 retention
- Drove the implementation of cohorts based on automations usage to measure the impact of deliveries and experiments
- Designed a solution for time-based triggers that covers one of the biggest gaps in the automations offering with an aggregated ARR of \$2.46M
- Defined the vision and 3 horizon strategy alongside a Senior PM for the automation tool

Product Designer

Pipedrive

11/2021 - 01/2023 Lisbon, Portugal

- Developed wireframes, prototypes, and low- and high-fidelity designs to validate assumptions and solutions with customers
- Planned and facilitating usability testing, user interviews, design sprints, and cross-collaboration brainstorming and ideation sessions
- Worked together with PM counterpart to identify new opportunities, develop business cases to demonstrate ROI, and pitch to stakeholders to prioritize roadmap
- Refactored automation templates to increase adoption by new users with a TOFU conversion increase of 285%
- Fostered a lean and customer-obsessed culture within the team, advocated for and helped to implement a fail-fast and learn-faster mentality
- Designed a no-code integration builder using AI that won first place in a company-wide hackathon
- Tested and validated several assumptions through quick experimentation and data collection

Junior Product Designer

Apiax

05/2021 - 10/2021 Lisbon, Portugal

- Helped to shape the future of compliance and regulatory rules for financial institutions by designing and improving UI/UX across the product for internal and external customers
- Created reusable components and UI guidelines alongside FE engineers to improve consistency across products
- Refactored an internal product that helped to make the legal team more productive by improving their workflows for efficiency and scalability
- Designed the customer-facing knowledge base to reduce the load on support teams by equipping customers with the know-how to smoothly integrate Apiax's API into their CRMs
- Designed a MVP for a product that used AI to annotate and categorize cross-border compliance manuals
- Reviewed and processed customer feedback to prioritize biggest pains and opportunities for internal and external customers. Adapted Apiax apps for white-labeling to better integrate with customers' branding and image

Freelance UX/UI Designer

FranShares

02/2019 - 05/2021 Location

- Covering various design needs for clients, including: Adello, Gridwise, and FranShares
- Designed from scratch an ad monitoring platform for an AI based programmatic media company that empowers internal users to troubleshoot and react to performance issues immediately
- Designed and optimized landing pages and websites for various clients with a focus on CRO
- Designed templates and guidelines for advertisers for smoother and more effective collaboration

EXPERIENCE

Web Designer

Pantelope

📅 08/2019 - 12/2019 📍 Location

- Responsible for creating design materials to support digital marketing campaigns, research and data analysis for CRO focused landing pages
- Working with Wordpress, HubSpot and Google analytics
- Web development in HTML/CSS

EDUCATION

Bachelor in Communications - Advertising

Pontifícia Universidade Católica do Paraná (PUCPR)

📅 01/2018 - 12/2018 📍 Brazil

- Minor in Trendwatching and Trend Research Pontifícia Universidade Católica do Paraná (PUCPR) Brazil ●
- Awarded best Bachelors thesis with a score of 9,3

Minors Degree - Trendwatching

Fontys

📅 Date period 📍 Netherlands

- What knowledge or experience did you acquire during your studies there? (e.g. Delivered a comprehensive marketing strategy)

SUMMARY

Product designer with 5+ years of experience understanding, polishing and identifying opportunities for technically complex features. Collaborating with cross-functional teams and using a variety of research materials and techniques to deliver and iterate over feature improvements while translating feedback from product users, technical feasibility and market needs into easy-to-use and scalable designs.

TRAINING / COURSES

Course Title

Ideo - Storytelling for success

FIND ME ONLINE



LinkedIn

<https://www.linkedin.com/in/loui-sampaio-333398156/>



Portfolio

<https://sampaoloui.xyz>

SKILLS

Workshop Facilitation

Wireframing

Design Systems

Prototyping

User Interface Design

User Experience Design

HTML

CSS

Data analysis

Interaction design

User interviews

Figma

Tool / Technology