

# Pedro H. Sampaio

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Product Designer with 14 years of experience building web and digital products at early-stage startups and scale-ups. Known for bridging user needs and business goals, from discovery through to measurable results.

## Experience

Newmark

2025 – 2026

Full-time contractor through

Opinov8

Remote

### Sr. UI/UX Designer

*Newmark is a leading global commercial real estate advisor and service provider to large institutional investors, global corporations, and other owners and occupiers.*

- Designed and shaped a next-generation Leasing platform to simplify internal deal submission and provide brokers with a clearer, faster way to track transactions and commissions.

Realtor.com

(Move, Inc.)

2022 – 2025

Full-time contractor

Remote

### Sr. Product Designer

*Realtor.com is a leading real estate listing website, helping millions of people find their dream homes. It offers comprehensive listings and innovative tools to simplify home buying and selling.*

- Integrated UpNest's platform into Realtor.com's ecosystem, aligning branding and creating a cohesive user experience.
- Designed agent profile integrations to increase visibility and drive lead submissions.

UpNest

(Acquired by Move, Inc.)

2020 – 2022

Full-time

San Mateo, CA

### Sr. Product Designer

*UpNest is a real estate agent marketplace that helps homeowners choose an agent who can best help them.*

- Revamped marketing pages and down-funnel experiences to drive conversions and improve user experience.
- Implemented a scalable solution for agents to quickly respond to leads with tailored proposals, boosting engagement.
- Redesigned the agent app to enhance productivity and streamline task management on mobile.

James Delivery

(Acquired by GPA in 2018)

2019 – 2020

Full-time

Curitiba, Brazil

### Sr. Product Designer

*James Delivery was a Brazilian delivery platform specializing in groceries, pharmacy items, and restaurant orders. Acquired by Grupo Pão de Açúcar, it later integrated into GPA's operations as PraJá, enhancing last-mile delivery services within Latin America's largest retail network.*

- Led the redesign of the Restaurant Partners Web App, introducing advanced tools for menu management, promotions, and financial insights to improve partner efficiency.
- Designed improvements for the Internal Operations platform, enabling the operations team to track orders more effectively and provide better consumer support.

Ignição Digital

2015 – 2019

Full-time

Remote

### Web & UI Designer

*Ignição Digital was a Brazilian company specializing in digital marketing and lead generation tools. The company developed Klicksites, a suite of tools including Klickpages (landing page builder), Klicksend (email marketing automation), and Klickmembers (membership management platform). This suite was acquired by Hotmart in 2020.*

- Led the design of intuitive and high-converting templates for Klickpages, helping users optimize lead generation and drive business growth.
- Played a critical role in the redesign and development of the Klicksites platform, focusing on usability improvements and scalability to meet evolving customer needs.
- Contributed to the UX/UI design of Klicksend and Klickmembers, ensuring seamless user experiences across the Klicksites suite.

Internet Alchemy

2013 – 2015

Full-time

Remote

### Web & Graphic Designer

*Internet Alchemy, led by Jeff Walker, pioneered the Product Launch Formula (PLF), a transformative system used by entrepreneurs and businesses globally to generate billions in sales and master online launches.*

- Designed the Product Launch Formula (PLF) brand, establishing a cohesive and impactful visual identity.
- Created high-converting sales pages for the flagship event, Product Launch Formula Live.
- Developed high-converting funnel pages for PLF launches, optimizing the customer journey to maximize lead generation and sales.

LeadPages

2012 – 2013

Full-time

Remote

### Web & Graphic Designer

*Leadpages is a leading platform that helps businesses and marketers create high-converting landing pages, websites, and pop-ups without coding, enabling effective lead generation and online marketing.*

- Founding team member and first designer, shaping the company's initial visual identity.
- Designed Leadpages' first logo and dozens of conversion-optimized landing page templates, driving lead generation for users.

## Education

### Grad. Certificate

User-Centered Design

Universidade Positivo  
2018 – 2019

### Bachelor's degree

Graphic Design

Universidade Positivo  
2014 – 2017