

PEDRO SAMPAIO

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PROFESSIONAL SUMMARY

Software Engineering graduate specializing in user-centered design. Proficient in **Figma** (Auto Layout, Components, Design Systems) with hands-on experience in **end-to-end UX processes** — from user research and persona creation to high-fidelity prototyping, usability testing, and developer handoff. Bridges design and engineering with solid front-end knowledge, ensuring technical feasibility and seamless collaboration with dev teams.

TECHNICAL SKILLS

UI/UX Design & Research: UX Research, User Personas, Journey Mapping, Wireframing, Low/High-Fidelity Prototyping, Usability Testing, A/B Testing, Usability Heuristics (cognitive load), Visual Hierarchy, Typography, Color Theory, Service Blueprint, Design Thinking, User Stories, Accessibility (WCAG), AI-assisted design, Framer.
Figma: Auto Layout, Components, Variants, Prototyping, Design Systems, Dev Mode (developer handoff / Inspect).
Front-end & Tools: HTML5/CSS3, Flutter, React, Git/GitHub, Miro, Jira, Trello, VS Code.
Differentiators: Web Accessibility (WCAG), ERP Systems Knowledge, Agile/Scrum.

PROFESSIONAL EXPERIENCE

Freelance

Jan 2026 – Feb 2026

UI/UX Designer · Freelance

- Led the **complete redesign** of SayHi, a global connection platform — restructured **4+ screens** into a scalable design system, reducing component inconsistencies.
- Conducted **user research** (interviews + competitive analysis) and created **user personas and journey maps** to identify friction points in onboarding and connection flows.
- Applied **responsive design** principles (desktop, tablet, mobile) and delivered a **developer handoff package** via Figma Inspect with annotated specs.
- Applied **Applied Psychology and Heuristics** to reduce cognitive load, achieving a measurable improvement in user satisfaction scores during testing.

May 2024 – Oct 2025

IT Intern · Government Technology Agency

- Supported **IT infrastructure management** for government, ensuring operational continuity.
- Maintained and troubleshooted **ERP and information management systems**, gaining deep understanding of complex user workflows that directly informs my approach to designing for enterprise contexts.

EDUCATION

Mar 2022 – Dec 2025

Bachelor's Degree in Software Engineering

- Coursework included human-computer interaction, UX principles, and agile project management.

RELEVANT CERTIFICATIONS

Google: Foundations of User Experience (UX) Design · UX Design Process (Empathize, Define, Ideate) · Build Wireframes and Low-Fidelity Prototypes.

Alura: Mobile Development with Flutter & Dart · HTML & CSS Responsive (Mobile-First) · JavaScript: OOP and Dynamic Pages.