

Sâmya de Almeida

Senior Product Designer

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LOCATION
São Paulo, Brazil

PROFILE

Senior Product Designer with 6+ years across product design, user research, design systems, and AI driven UX.

I work end to end, from problem framing and research through UI, prototyping, handoff, and QA, in close partnership with product, engineering, and business stakeholders.

Currently designing AI native experiences and scalable design systems at Skillshare, used by millions of learners and creators.

CORE SKILLS

Product Design · UX / UI Design · Design Systems · AI driven UX · Conversational UI · User Research · Prototyping · Usability Testing · Accessibility · Atomic Design · Design Tokens · Cross functional Collaboration · Stakeholder Management · Mentorship

TOOLS

Figma · Figma Variables · FigJam · Notion · Jira · Mixpanel · After Effects · Premiere · MCP · Claude · ChatGPT

LANGUAGES

Portuguese · Native
English · Full Professional
Spanish · Limited Working

EDUCATION

EXPERIENCE

Senior Product Designer

Aug 2025 — Present

Skillshare · United States, Remote

Retention team. End to end design across discovery, growth, and design systems, in close collaboration with PMs, Engineering, Marketing, Legal, and Finance.

- Led the redesign and migration of the Class Details Page, Skillshare's highest traffic surface, from the legacy monolith to SK Web, ensuring 100% feature parity and design system alignment.
- Redesigned the SFT (Skillshare for Teams) B2B checkout flow with native bulk pricing via Stripe and a simplified funnel. January self service revenue exceeded Sept, Oct, and Nov combined in just 20 days.
- Designed Skillshare's app inside ChatGPT, exposing the catalog to an estimated 900M+ weekly active users and positioning the brand in AI native ecosystems.
- Designed SKOT, Skillshare's AI learning assistant on Model Context Protocol (MCP), Pinecone semantic search, and LLMs via OpenRouter, delivering intent based class discovery.
- Redesigned Smart Search, replacing lexical matching with AI powered intent ranking, trending classes, and search history. Aligned with the KR of $\geq 60\%$ class view conversion on AI surfaced content.
- Redesigned Creator Hub notifications with real time sync, read / unread states, contextual class references, and rich previews of likes and comments.
- Led the Design System revamp: foundations in Figma Variables, Atomic Design components, and a Figma to code sync that keeps documentation and production in lockstep.
- Built an AI skill for developers that runs pre QA between Figma and frontend code, surfacing visual mismatches before release.
- Mentored a Junior Product Designer on design practices, file structure, research, handoff, and componentization.

Senior Product Designer

Jan 2025 — May 2025

FCamara Consulting & Training · Brazil

Allocated to Manipulaê (RD Manipulação), a SaaS platform for compounding pharmacy labs.

- Redesigned core operational flows used daily by lab operators, reducing friction in order intake, batch tracking, and production handoff.
- Partnered with PMs, engineers, and pharmacy specialists to translate complex regulatory and operational requirements into clear, usable interfaces.
- Audited existing UX patterns and proposed consistency fixes that improved learnability for new operators and reduced support load.

Senior UX / UI Designer

Dec 2023 — Nov 2024

Azul Linhas Aéreas Brasileiras · São Paulo, Brazil

MBA, UX Research, Research Ops & Design Leadership

UNIFATEC, Curitiba

Aug 2023 — Dec 2024

Bachelor in Social Communication, Advertising

Universidade Anhembi Morumbi

2020 — Jan 2022

Professional Training in UX, UI & Product Design

UX Unicórnio

Jul 2020 — Jul 2021

CERTIFICATIONS

AI Design System Bootcamp

Memorisely · 4 week cohort

2025

Building, syncing, and scaling design systems with AI: AI driven design tokens (primitive, semantic, scoping), agentic components with Claude Code and Figma MCP, React tokens in Cursor, and React components with Claude Code.

Internal tools team, designing mission critical software for ground operations at one of Brazil's largest airlines.

- Designed iSA TAT, a real time monitoring product integrating camera feeds, aircraft system data, and ground agent signaling into a single operational view, helping reduce aircraft turnaround time.
- Facilitated discovery and alignment workshops with stakeholders, ground agents, and engineering, translating field observations into clear product requirements.
- Built data driven design decisions using insights from software testing, analytics, and on site research with airport operations teams.
- Contributed to the maturity of Azul's internal design system, improving visual consistency, component reuse, and handoff quality.

Senior UX / UI Designer

Jun 2023 — Sep 2023

Fanwave Digital Ltd · United Kingdom, Remote

Senior designer for BetScout, a sports betting analytics product based in the UK.

- Led market and competitive research to define product positioning and feature prioritization.
- Designed the core user interface from scratch, balancing data density with clarity for high frequency users.
- Built a scalable design system covering foundations, components, and patterns, accelerating future feature delivery.
- Mentored junior designers on design fundamentals, file structure, and collaboration with developers.

Senior UI Designer

Apr 2023 — Jun 2023

PowerHouse · United States, Remote

- Designed user interfaces across multiple software projects, focused on usability, scalability, and visual consistency.
- Produced wireframes, high fidelity prototypes, and design documentation tailored for a globally distributed engineering team.
- Improved key flows through user centered refinements, raising both task completion and product polish.

Senior UX / UI Designer

Jun 2022 — Mar 2023

TOTVS · Brazil

SaaS products for logistics operations at the largest enterprise software company in Latin America.

- Led UX improvements across complex logistics SaaS solutions, balancing user needs with business and operational constraints.
- Ran discovery workshops, user interviews, and market analyses to surface usability gaps and prioritize impact.
- Partnered with PMs, engineers, and domain experts to ship design solutions that improved task efficiency and customer satisfaction.

Mid level UX / UI Designer

Jun 2021 — May 2022

Blip · Brazil, Remote

Conversational experiences and AI driven chatbots for clients in finance and retail.

- Designed end to end chatbot experiences for major finance and retail brands, balancing automation with clear human handoff points.
- Created Gegê, an internal HR chatbot that autonomously resolved common employee queries and cut HR escalations by 30%, significantly reducing response times.
- Defined conversational flows, fallback strategies, and tone of voice guidelines aligned with each client's brand.