MARA RUBIA DE OLIVEIRA SAMPAIO

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PROFESSIONAL SUMMARY

- Seasoned professional in UX Management and Product Design, with experience at large organizations across the fintech, financial services, media, e-commerce, and telecommunications sectors.
- Strategic experience in digital financial products and services, including Pix, Open Finance, credit acquisition, and payment solutions, operating in highly complex, large-scale ecosystems.
- Leadership of multidisciplinary teams and strategic projects spanning Product Design, UX Research, UX Writing, Data, Marketing, and Business, with strong stakeholder management, negotiation, and executive alignment skills.
- Strong track record in Growth, experimentation, and journey optimization, delivering results in conversion, acquisition, and revenue generation, including a 450% increase in conversion, doubled revenue, and the launch of digital products.
- Expertise in Product Design, UX Research, UX Writing, Service Design, Usability, and Design Thinking, bridging user needs, business strategy, technology, and implementation feasibility.
- Data-driven and innovation-oriented, applying Artificial Intelligence to discovery, experimentation, decision-making, and team efficiency.

EDUCATION

- **Executive International MBA in Leadership and Management** – Saint Paul Business School, 2024
- **Postgraduate Degree in Interface Ergodesign: Usability and Information Architecture** – PUC-Rio, 2013
- **Bachelor's Degree in Industrial Design, with specialization in Visual Communication** – PUC-Rio, 2010

LANGUAGES

- English – Advanced
- Spanish – Advanced

PROFESSIONAL EXPERIENCE

FISERV (Feb/2026 – Sep/2026)

U.S.-based multinational financial technology company specializing in payment processing and financial services, with operations in merchant acquiring and digital solutions.

Lead UX Designer (Feb/2026 – Sep/2026) – Reporting to the Design Manager

- Led the Design team at the intersection of Product, Technology, and Business across the Clover Brazil, LATAM, and Smart POS fronts, providing strategic direction, prioritizing initiatives, and developing team members.
- Managed stakeholders and digital experience projects, connecting business, technology, and users to evolve payment acceptance solutions with a focus on growth, efficiency, and customer experience.
- Drove Design and digital transformation initiatives, supporting the definition of journeys, products, and digital solutions and fostering alignment across multidisciplinary areas.
- Structured and evolved Design processes, methodologies, and practices, strengthening the integration of strategy, user experience, and business results.

Key Projects and Results:

- Led the end-to-end redesign of Fiserv Payment Link, a B2B omnichannel solution integrated with Smart POS, Clover, the Management App, the Customer Portal, and Carat. Defined the onboarding strategy and experience to increase conversion, reduce friction and operational costs, and establish a self-service journey for solution adoption.

- Redesigned Fiserv Checkout, a B2C solution for paying charges issued via payment links, covering the checkout experience and the tracking of charge and settlement statuses through the portals. The project aimed to simplify the payment journey, reduce friction, and improve the experience for both customers and merchants.
- Refactored 192 error messages and codes across Fiserv's core systems (SiTef, Bin, and HSM), improving clarity, standardization, and self-recovery capabilities. The project enhanced failure identification and diagnosis, reduced dependence on operational support, and increased user autonomy in problem resolution, contributing to lower support costs and greater operational efficiency.

SANTANDER (Nov/2023 – Oct/2025)

Spanish global financial group with operations in Brazil across retail, wholesale, and financial services.

Growth Lead (Nov/2024 – Oct/2025) – Reporting to the Head of Growth

- Led a multidisciplinary team of 6 professionals across Design, Marketing, Data, and Projects, overseeing hiring, career development, performance management, and strategic prioritization.
- Identified and structured Growth opportunities, connecting Product, Data, and Business, and elevated them to the company's strategic forums.
- Strategically applied Artificial Intelligence to discovery, decision-making, experimentation, and productivity optimization for the Design and Growth teams.

Key Projects and Results:

- Launch of the new Santander Global App: coordinated more than 20 executive stakeholders from Technology, Business, Legal, and Marketing, leading Design decisions and cross-functional alignment.
- Conducted research during the rollout, identified improvement opportunities, and developed communication materials for different channels.

UX Lead (Nov/2023 – Nov/2024) – Reporting to the Design Manager

- Led a Design team of 8 professionals, including Product Designers, UX Writers, and UX Researchers, with responsibility for strategic direction, prioritization, team development, and delivery quality.
- Led digital experiences for credit product acquisition and new payment methods, connecting business strategy, customer needs, and product objectives, with a focus on conversion, adoption, and revenue generation.
- Worked closely with Product, Technology, Data, Business, and other stakeholders, driving Design decisions and ensuring alignment between strategy, user experience, and implementation feasibility.
- Conducted discovery processes, journey definition, experimentation, and product evolution, using data and user research to identify opportunities and guide decisions.

Key Projects and Results:

- **Pix Automático (Individuals and Businesses):** led the complete experience, comprising 30 flows, launched ahead of the regulatory deadline, with more than 50 companies onboarded in the initial phase.
- **Open Finance:** led the complete experience within the Santander ecosystem.
- **Santander Global App Redesign:** redesigned the Home, Menu, and app navigation; adapted the Local Design System to the Global one, connecting new interfaces with existing ones.
- **Credit:** led the experience of the credit flows, achieving a 450% increase in conversion with direct impact on revenue.

MERCADO LIBRE – MERCADO PAGO (May/2021 – Nov/2023)

Argentine multinational technology and e-commerce company operating across Latin America, with Mercado Pago as the group's financial services arm.

Senior UX Designer (May/2021 – Nov/2023) – Reporting to the UX Lead

- Dedicated to the Mercado Pago financial app, partnering with Engineering and Product to build Open Finance and Pix experiences in products regulated by the Central Bank of Brazil.
- Recognized as a culture and knowledge multiplier within the Design team, supporting the development and dissemination of best practices.

Key Projects and Results:

- **Open Finance:** served as Design focal point in the creation and integration of features, with an experience recognized at the Open Summit Awards 2022, winning in the categories Case of the Year, Payment Initiation, Financial Inclusion, and Individuals.
- **Pix Hub Restructuring:** built a Hub that adapts to different user groups' moments of use, ensuring each group's needs were met. This resulted in increased Pix key registrations and higher adoption of secondary Pix features such as Pix Limits, Scheduled Pix, and Installment Pix, reinforcing the platform's position as users' primary financial app.

GLOBO.COM (Jun/2020 – May/2021)

Technology and digital products company of Grupo Globo, responsible for the digital platforms and experiences of Brazil's largest media group.

Senior UX Designer (Jun/2020 – May/2021) – Reporting to the Design Manager

- Responsible for the Conta Globo (Globo Account) experience, encompassing authentication, login, and account management across web, mobile, and Smart TVs. Standardized journeys for millions of users, reduced authentication errors, and increased conversion to paid subscriptions.

MOSAICO – ZOOM & BUSCAPÉ (May/2018 – Jun/2020)

Brazilian technology and digital commerce company operating price comparison and content platforms to support online purchasing decisions.

Senior UX Designer (May/2018 – Jun/2020) – Reporting to the Product Manager

- Led UX and Product Design on platform integration and revenue strategy initiatives for Zoom and Buscapé, including the creation of a White Label platform in 4 months that doubled revenue while maintaining the same cost structure, and the integration of the offers search engine with editorial content, optimizing the browsing experience and content management.

OI S.A. (Jul/2016 – May/2018)

Brazilian telecommunications company providing telephony, broadband, pay TV, and digital solutions.

Senior UX Designer (Jul/2016 – May/2018) – Reporting to the UX Lead

- Member of Oi's first Digital New Products team, working from ideation through launch on initiatives such as the Oi Mod App and Joice, the company's first AI-powered customer service assistant built on IBM Watson. Developed experiences for WhatsApp, social media, and landing pages in partnership with multidisciplinary teams and stakeholders.

EARLY CAREER ()

Began career in Digital Design and User Experience, working as UX Designer at YDreams Global (2015–2016), Information Architect at Mosaico (2012–2014), and Web Designer at Infoglobo (2011) and Contágio Criação (2008–2010).

ADDITIONAL TRAINING

Product Management – PM3 | Growth Hacking: Experimentation, Processes, and Strategies – SHIFT FIAP | UX Research from A to Z – Try Consultoria | UX Writing – Bruno Rodrigues | Service Design – Laje | Negotiation – FGV | Front-End Programming (JavaScript, jQuery) and Web Development (HTML, CSS) – Infnet | Design Thinking – Polo Criativo | Usability Testing: Theory and Practice – Elisa Volpato | Prototyping for Interaction (with Martin Zabaleta) – ISA | Observe 2020: Brazilian Conference on Experience Research