Jules Sampaio

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Monyo (formerly Credit Genie)

`Senior Product Designer`
`New York, NY`
`Nov 2025 — Current`

- Founding member of the design team, scaling the product through Series B and the rebrand to Monyo across physical card, iOS, Android, and web.
- Designed the Monyo card app from 0 to 1, including a password-free onboarding flow that removes the biggest point of friction at sign-up.
- Ship production SwiftUI through GitHub, using an AI-first Claude workflow to prototype, iterate, code, and QA.
- Built the cross-platform design system solo in 12 weeks, with tokens mapped 1:1 to iOS, Android, and web code, laying groundwork for server-driven UI.
- Led the creation of a Claude skill that designs and reviews screens against the system, making on-system design self-serve for engineers and PMs.

- Redesigned our core business model: a $9.99 membership that unbundled app access from bank linking, growing MAU 600K → 700K+ (~17%) and reactivating ~100K dormant customers in 3 months.
- Turned the paywall into a revenue driver: 1 in 3 viewers converted, generating ~$7M in advance originations and +$700K in advance revenue.
- Built the company's first design system, from Figma tokens to production code.

Attentive

`Product Designer`
`New York, NY`
`Aug 2023 — Nov 2025`

- Led the end-to-end redesign of Creative Builder, Attentive's B2B sign-up tool: −55% engineering workload, −67% custom CSS, +42% retention.
- Led design of AI-powered sign-up optimization, growing brands' subscriber lists 36% and welcome revenue 45%.
- Shipped an in-platform GIF maker that reversed a two-year MMS decline.

`Design Manager`
`New York, NY`
`Feb 2023 — Aug 2023`

- Managed and mentored a team of 6 designers, owning their onboarding, career growth, and design quality.
- Introduced templates, design standards, and a structured onboarding process that sped up turnaround on concurrent client launches.

`Lead UI Designer`
`New York, NY`
`Jul 2020 — Feb 2023`

- Designed international sign-up templates and pitch work that helped win enterprise accounts including Starbucks, Macy's, and Dollar General.

Education

Savannah College of Art and Design

BFA Graphic Design
Minor in Interaction Design
Summa Cum Laude · Savannah, Lacoste, Hong Kong

Skills

AI-first design workflows
Custom Claude skills
SwiftUI, HTML / CSS, GitHub
Design tokens to production code
Figma (expert)

Design leadership & mentoring
Design systems
Prototyping in Figma and code
UX research
B2B SaaS, fintech, AI products · Fluent in Portuguese and Spanish

Awards

Indigo Awards — Gold, Mobile App
Core77 Design Awards — Honoree
Fast Company — Honoree, World Changing Ideas