




Lead Product Manager | PM/PO/ Design Lead


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Summary

As a Product Manager with more than **10 years of experience**, I had the privilege of working at market-leading companies, including iFood, Via Varejo, Cielo, UOL, RD and Olist. During my career, I took on strategic product management, applying my expertise to drive success and innovation. I participated in product management in startups and fintechs which taught me a lot about early stage startups

Hard Skills

- Agile methodology

• Apps mobile

• Usability testing

• Test A/B
- Scrum

• Rest API

• Journeys


• Metrics
- Discovery

• Design Thinking

• Ux research

• User experience

Work history




Lead Product Manager

Mecanizou

02/2023 - 09/2024

Responsible for managing 5 squads, leading pms and pds, ensuring deliveries of all internal and external products. Target audience B2B mechanics.




Specialist Product Manager

Olist

08/2021 - 02/2023

Responsible for leading the supply chain management squad, ensuring deliveries to buyers within free market deadlines. Target Audience SME, ecommerce merchant




Specialist Product Manager

Droga Raia

08/2022 - 01/2023

Responsible for the Health and Wellbeing squad, creating gamification, scoring and community interaction features between users. Target Audience B2C Health care




Sr Product Manager

Via

08/2020 - 08/2021

Manage an internal product for commercial and marketing, responsible for creating coupons, discounts and promotions on the Extra, Ponto Frio and Casas Bahia marketplace. B2B and B2C target audience




Sr Product Manager

Cielo

03/2020 - 08/2020

Working at LIUV, a startup from the Cielo group that provides digital solutions for restaurants, adding to Cielo's product package for SMEs Target audience B2B, Traders




Sr Product Manager

iFood

02/2019 - 03/2020

Responsible for leading a squad of new products, we created and launched the iFood POS, a product aimed at restaurant managers to control their business. Target audience B2B SME



Sr Growth Product Manager

Uol

11/2016 - 02/2019

Responsible for leading one of Uol meu negocio's main products (Website Creator), organizing new features, growth actions and negotiating with suppliers. Target audience B2B, SME

Education

2023	English class [B2]	London British Study Centres - Language
2022	UX & Design	Escola Britânica de Artes Criativas e Tecnologia - Specialization
2021	Certified Product Manager	PM3
2017	Product Manager - Experience	Gama Academy - Certification
2014	Systems Analysis	Instituto Federal de São Paulo - Graduation