

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
- Scrum
- Discovery
- Apps mobile
- Rest API
- Design Thinking
- Usability testing
- Journeys
- Ux research
- Test A/B
- Metrics
- 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