

Afonso Baptista

Mobile: +351 912615121 | Email: afonso.7.baptista@gmail.com

EDUCATION

University of Warwick

2018-2021

- Bachelor of Science (with Honors) in Management with Marketing at the Warwick Business School
 - Upper Second-Class Honors (2:1)
 - Relevant Coursework: Project Management, Design Thinking, Data Analysis, Business Planning, Marketing, Economics, Finance, Customer Service, Digital Business, Business Strategy
 - Extracurricular Activities: Warwick Entrepreneurs; Warwick Incubator; Enactus Warwick

Saint Dominic's International School, Portugal

2005-2018

- International Baccalaureate (IB); Middle Years Program (MYP); Primary Years Program (PYP)
 - IB: 39/45 points
 - Awards: Honor Awards (2011 – 2018); Merit Certificates (2011 – 2018); Academic Scholarship

WORK EXPERIENCE

Co-Founder & Product Manager

January 2020 - Present

- *ORegrets, London, England*
 - Leading a startup team of 5 members, from developers to designers
 - Defined business and product vision, strategy, roadmap and key success metrics
 - Conducted 10+ instances of user research, market and competitor research & translated into actionable plans
 - Conducted 200+ user interviews, usability tests and surveys to uncover user requirements
 - Obtained Top 5 in 6+ keywords on the Google Play Store and App Store
 - Ideated and managed 12 product iterations
 - Performed data analysis continuously to test hypotheses using multiple data analysis tools

Product Manager

September 2019 – December 2019

- *INGA, Coventry, England*
 - Shipped a marketplace product with a cross-functional team of 15+ designers, engineers and marketers
 - Created, iterated and managed the implementation of the product roadmap
 - Completed 30+ conversations with businesses and consumers to identify customer problems and potential product solutions
 - Led UX Design efforts
 - Conducted product beta and pilot programs to determine product improvements and positioning

Project Manager Assistant

June 2017 – July 2017

- *Sport Lisboa e Benfica, Lisbon, Portugal*
 - Managed progress on 10 existing projects
 - Assisted with the planning and implementation of 3 new projects
 - Coordinated with multiple internal and external stakeholders in the process

SKILLS & INTERESTS

- **Skills:** Collaboration, Leadership, Creativity, Strategy, Analytical reasoning, Problem solving, Decision Making
- **Languages:** English (native), Portuguese (native), French (competent), Spanish (competent)
- **Interests:** Reading, mindfulness, basketball and reflecting