

Joao Nadal (John) - Senior Product Manager

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SKILLS

Product Management	A/B Testing, Agile, Backlog Grooming, B2B, B2C, Business Intelligence, Customer Interview, Data, EBM, eCommerce, Enterprise Software, Feature prioritization, Go-to-market, Jira, Kanban, KPIs, Lean, Market Research, Metrics, Product Discovery Product-Led Growth, Product Management, PSPO 1, Product Vision and Strategy, Quantitative Data Analysis, Requirement Gathering, Research, Roadmapping, Reporting, SaaS, SEO, Scrum, Sprint Planning, Stakeholder Management, User Stories, XP, Work Breakdown Structure.
Software	Adobe Creative Suite, Amplitude, Applitools, Azure DevOps, Clarity, Excel, Figma, Hotjar, GitHub, GH Projects, Google analytics, Jira, CampaignMonitor, Trello/Asana/Monday, Zendesk, Tableau
Design	Accessibility, Design Thinking, Interaction design, Product Design, Prototyping, User Centered Design, UX Design, UI Design, UAT, User Journeys, Mobile First, User Discovery, User Research, Testing, Visual design, Wireframe, Workshop
Development	Application Testing, MS Azure, AWS, ASP.NET MVC, C#, Firebase, CSS, GIT, HTML, JavaScript, React, React-Native, SQL, PHP, RESTful API.

EXPERIENCE

TELUS Digital

Senior Technical Product Manager

Vancouver, BC

03/2022 – Current

- Led end-to-end design, development and release iterations on all Design System NPM packages, a product used by all teams developing web pages and mobile apps at TELUS.
- Built alignment with cross-functional stakeholders resulting in the adoption of the system by 139 applications reducing delivery time by 38% and saving 4.8 Million CAD yearly
- Manage and define detailed product requirements, ensuring that the product meets customer needs, growth goals and adoption targets.
- Work with directors and leadership team to define how the product vision could be leveraged on the organization's wider strategy and adapted the roadmap accordingly to ensure the product had impact and was aligned with the business needs.
- Owned, developed and maintained reporting on key product metrics such as number of applications importing packages and most imported components to prioritize opportunities and report on successes/failures and adjust the roadmap as required

Insights.gg

Lead Product Designer

Vancouver, BC

01/2022 – 03/2022

- Participate in agile rituals such as daily standups, grooming, planning and retrospectives
- Worked with C-level stakeholders to mediate product discovery and user research to understand user needs and market fit
- Partner with development team to deliver user flows helping the company reach 500,000 downloads of the windows app and increasing daily active users from 100,000 to 120,000
- Establish and maintain design principles and patterns to be used across all channels
- Worked as member of a product squad to quickly deliver meaningful features to market

Videnci

Head of Product

Curitiba, Parana, Brazil

01/2021 – 10/2021

- Acted as voice of product among leadership providing product vision and strategy as input to formulate new business ideas and OKRs for the teams
- Create and track schedules for a multitude of deliverables, funneling all data into the strategic roadmap resulting in an increase of 12 times the total number of active users
- Performed quantitative and qualitative research through engaging directly with customers to understand user behavior, gather feedback, and validate hypotheses, to identify product opportunities and prioritize an impactful roadmap to deliver an MVP approach to features
- Worked with dedicated team of software engineers to scope and execute short term development queue reducing sessions with errors from 43% of total to 18%
- Estimate business impact of new feature launches applying product-led growth strategies to help prioritize marketing resources

CrossKnowledge

Technical API & Integration Product Manager

Curitiba, Parana, Brazil

08/2020 – 12/2020

- Wrote relevant user stories and use cases for agile ceremonies and partnered with engineering to clarify and plan sprint releases
- Develop a deep understanding of competitive environment and define key product metrics to understand the ideal features to drive engagement and usage
- Track performance on ongoing basis to ensure customer satisfaction
- Defined short term objectives for SAFe PI plannings

ExxonMobil

Agile Product Owner

Curitiba, Parana, Brazil

08/2019 – 08/2020

- Cultivate a deep understanding of our members throughout their lifecycle, and advocate for solutions based on their needs and pain points
- Generate detailed documentation, communicate these requirements to the appropriate teams and ensure timely cross-functional execution
- Capture and prioritize backlog of business goals, features and technology in a data-driven approach

EDUCATION

Universidade Positivo

Technology in System Analysis and Development

Curitiba, Parana, Brazil

2016

Universidade Tuiuti do Parana

Master's degree in Communication and Languages

Curitiba, Parana, Brazil

2014

UniCuritiba

Bachelor in Social Communication - Advertising

Curitiba, Parana, Brazil

2014

CERTIFICATIONS

SCRUM.org

Professional Product Owner 1 (PSPO 1)

Curitiba, Parana, Brazil

2019