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# Joao Mira

## Product Manager

## EXPERIENCE

## 02

2022.09 - Present

**Doctolib - Product Manager II**

My role at Doctolib centers on addressing significant challenges within healthcare workflows. Some of my major accomplishments include:

- Addressed the issue of fragmented document management by developing a centralized system, significantly improving efficiency for healthcare practitioners.
- Enhanced the appointment scheduling process by designing and implementing automation tools that ensure accurate patient qualification.
- Streamlined the patient check-in procedure through a comprehensively redesigned digital process, markedly enhancing convenience for patients and effectively reducing their wait times.

2021.01 - 2022.08

**Invincible Brands - Digital Product Manager**

During my time at Invincible Brands, I focused on enhancing the user experience and driving growth for their key online stores. This included:

- Demonstrated expertise in UX optimization and conversion rate improvement across multiple Invincible Brands e-commerce properties.
- Adapted shop experiences for optimal mobile performance, boosting customer engagement.
- Supported marketing initiatives with timely feature development and rigorous QA testing for big campaigns.

2020.07 - 2020.12

**Impact Index - Product Manager**

Startup Index is a government-backed digital platform conceived and built by Startup Guide. In my role as a product manager, I spearheaded every stage of its development, from the initial discovery phase through to the final delivery.

2016.10 - 2020.12

**Startup Guide - COO**

I joined the company in its early days and, beyond my managerial roles, led the charge in transitioning the company to the digital publishing sector, including the creation of a media website and the execution of several client-focused digital campaigns.

## EDUCATION

## 03

2007-2012

**Bachelor's degree in Applied Maths to Economics & Management**

ISEG - Lisboa School of Economics & Management  
Lisbon

2013-2014

**Post Graduation in Foresight, Strategy and Innovation**

ISEG - Lisboa School of Economics & Management  
Lisbon