

## Madson Aragão

*Product Manager, Product Designer, AI & Data-Driven Strategist*

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## Professional Summary

Product Manager and Design with experience in driving the product lifecycle from ideation to launch. Skilled in leading cross-functional teams, applying Agile and Lean methodologies to deliver innovative, user-centered solutions. Proficient in using data analytics and machine learning to optimize product performance and enhance user experience. Expertise in developing product roadmaps, defining KPIs and creating MVPs that align with business goals. Focused on data-driven decision-making to ensure products meet market demands and exceed customer expectations. Passionate about leveraging cutting-edge technology to solve complex challenges and drive impactful business growth.

## Core Competencies

**Product Roadmap Development:** Expert in defining and managing roadmaps aligned with strategic goals, prioritizing features to maximize business impact.

**Agile & Scrum Methodologies:** Skilled in leading teams using Agile principles and Scrum frameworks to deliver high-quality projects on time.

**User-Centered Design (UCD):** Proficient in designing products focused on user needs, ensuring functionality and usability through iterative feedback.

**Data-Driven Decision Making:** Adept at analyzing performance metrics to guide strategy, optimize processes, and enhance product outcomes.

**Market & User Research:** Experienced in conducting research to identify trends and user needs, aligning products with market opportunities.

**Stakeholder Management:** Strong communicator with the ability to align stakeholders, balancing technical feasibility with business objectives.

**Machine Learning Applications:** Extensive experience in implementing AI models, driving innovation in healthcare and life sciences.

**Cross-Functional Team Leadership:** Proven ability to lead diverse teams, fostering collaboration and ensuring cohesive project execution.

## Professional Experience

### PickCells — Research and Development Analyst

October 2020 - August 2023

- Defined and executed product roadmaps for AI-integrated IoT solutions, addressing market needs and user expectations.
- Led UX optimization initiatives, improving customer satisfaction.
- Developed machine learning models to organize medical data, reducing hospital consultation errors.
- Collaborated with engineering and sales teams to align technical features with business objectives.
- Conducted market analysis and user research to inform strategic decisions.

### Various Institutions — Scientist (Academic Research)

November 2014 - Present

- Developed machine learning tools to identify antimicrobial peptides, discovering novel entities with biotechnological applications.
- Managed and analyzed large-scale genomic datasets, streamlining research pipelines.
- Published peer-reviewed articles and secured awards for contributions to bioinformatics and genetics.

## Education

### Federal University of Minas Gerais (UFMG)

PhD in Bioinformatics (August 2024 - Present)

- Researching antimicrobial peptides using generative modeling and structural biology techniques.
- Managing genomic data for comprehensive analysis and accessibility.
- Developing computational tools to enhance molecular discovery.

### Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil

Postgraduate in Data Science and Analytics (2024 - Present)

- Advanced machine learning
- Data engineering and governance
- Strategic analysis
- Project Management

### Federal University of Pernambuco (UFPE)

MSc in Genetics and Molecular Biology (August 2022 - July 2022)

- Developed a machine learning-based tools for genomic data analysis.
- Conducted molecular genetics research, focusing on virus-host interactions and ancestry markers.

### Federal University of Pernambuco (UFPE)

BSc in Biomedicine (November 2014 - March 2022)

- Hands-on experience in bioinformatics at FIOCRUZ and LIKA, integrating biological data with medical research.
- Gained practical skills in genetic analysis, molecular biology, and microbiological assays.

## Skills

### Technical Skills

**Product Management Tools:** Jira, Trello, Miro

**Prototyping and Design:** Figma, Adobe XD

**Data Analytics:** Google Analytics, Tableau, SQL

**Programming and Scripting:** Python (ML), SQL (Data Queries)

**AI & Machine Learning:** Experience implementing predictive models and AI-driven optimizations.

### Methodologies

**Agile (Scrum, Kanban):** Skilled in leading Agile ceremonies and ensuring iterative progress.

**Design Thinking:** Applying empathy and ideation to create impactful solutions.

**Lean Product Development:** Prioritizing value delivery through MVP iterations.

### Interpersonal Skills

**Cross-Functional Collaboration:** Proven ability to foster teamwork across diverse departments.

**Stakeholder Communication:** Adept at aligning business goals with technical feasibility.

**Problem-Solving:** Strong analytical skills for resolving complex challenges.

## Languages

**Portuguese:** Native

**English:** Advanced (Professional Contexts)

**Spanish:** Basic