

<b>education</b>	<b>Purdue University</b> Master of Science · Product Design	May 2017
	<b>University of Brasilia</b> Bachelor of Science · Automation and Control Engineering	Sep 2013

## leadership & work

**Stark Bank** · Product Lead, Credit Card / CaaS (Jun 2022 – Present)

Main responsible for coordinating and managing the products *Credit Card* and *CaaS*, with in-house processor, as well as related payment products at Stark Bank

- Led the development of *Corporate Credit Card* and *Card as a Service* functionalities, including the addition of new features to increase customer satisfaction and meet market needs
- Worked with stakeholder on securing US\$ 60 million (from US\$ 2 million previously) for lines of credit
- Established strategic partnerships with payment service providers and financial institutions to expand product distribution and enhance customer experience, including successful implementation of 7 new BINs
- Created and executed marketing strategies, working with the Marketing and Growth teams in order to increase customer acquisition and expand the product user base
- Led team of developers and ensured the successful launch of products in the market, including main Wallet providers (Google, Apple, Samsung) and features like Spending Control, tokenized cards and Dashboards
- Managed budgets for different projects and ensured timely delivery of products and features, managing risks and stakeholders, and mitigating issues at every stage of the process
- Worked with legal team and independent law firms on writing Corporate Card and CaaS user contracts, terms of use, and product policies to ensure regulatory compliance and protection of customer data

**ZeroUI** (Silicon Valley Startup) · Founding Member, Tech Lead (Jun 2015 – Present)

Led product development for EVT, DVT, PVT Cycles and NPI process of award winning world's first hand controlled robotics kit as well as innovative eLearning platform

- Worked with cross-functional teams and stakeholders to define roadmaps for different products, sprint planning, backlog management, and resource prioritization during various stages of development
- Leadership and collaboration with engineers and interns on the full-stack development of Ziro Studio – virtual educational platform for Python learning, programming and 3D development ([zirostudio.com](http://zirostudio.com))
- Led firmware design and development for multiple devices of robotics kit, working closely with customers and stakeholders to ruthlessly prioritize user stories and bring new features to the product
- Oversaw contract manufacturers (CM) in Guangdong, China for entire duration (3 months) of production

## skills

Organizational awareness	Team leadership and management	Python
Effective communication	Strategic planning and execution	JavaScript
Agile Methodologies	Partnership development	SQL

## relevant info

<b>English</b> Fluent	<b>Spanish</b> Fluent	<b>Portuguese</b> Fluent	<b>Italian</b> Intermediate
<b>Lecturer</b>			
· <i>Building an Electric Car</i> – X SENE · University of Brasilia (Fall 2011)			
· <i>3D Printing: The Next BIG Thing?</i> – Guest Lecturer for ME 553 Product & Process Design · Purdue (Spring 2017)			
· <i>Fast Prototyping in Toy Design</i> – Gifted Education Resource Institute Workshop · Purdue (Summer 2016)			
<b>Best of CES Award</b> · Engadget Best of CES Award to Ziro Robotics (2016)			
<b>Design Intelligence Awards</b> · Design Intelligence Awards (DIA) to Ziro Robotics (2018)			
<b>ACM Symposium UIST 2015 Volunteer</b> · Best Volunteer Award (2015)			
<b>Brazilian Astronomy Olympiad National Competition</b> · Gold Medalist (2007)			