

ANTONIA TAMIRES ALVES

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Objective: Product Owner, Product Manager, Business Analyst or Requirements Analyst.

Profile

I am a professional with a solid and diverse career, accumulating experience in different roles and areas over the years. With 5 years of experience as a Product Owner, 2 years as a Systems Analyst/Requirements Analyst, 1 year as a project coordinator/team leader, and 2 years dedicated to scientific research, I have acquired valuable skills and knowledge. Throughout my career, I have had the opportunity to work in public companies in the health, sanitation, and transportation sectors, as well as in private companies, operating in e-commerce, entrepreneurship, customer service, and finance. I possess strong technical skills, including product management, project management, business analysis, requirements engineering, design thinking, data analysis, technical communication, launch strategy, process modeling (BPMN), UX design, SCRUM, KANBAN, function point analysis, UML, and functional testing. These competencies enable me to excel in various contexts and projects. In addition to technical skills, I have essential behavioral skills such as effective communication, teamwork, critical and creative thinking, problem-solving, leadership, empathy, and self-motivation. I believe these competencies are crucial for success in any professional environment and contribute to the development of healthy and productive relationships with team members and stakeholders. Currently, I work as an Associate Product Manager at Medprev, serving as a crucial link between the Development, Design, Marketing, Support, Customer Success, Business Stakeholders, and Product teams, ensuring the success of the product from concept to launch and beyond. This role involves working closely with the Product Managers to define the product strategy, conduct market research, identify growth opportunities, detail requirements, support delivery, and facilitate the delivery of high-quality products to customers. I am always seeking stimulating challenges and opportunities to apply my knowledge and experience in a way that contributes to the success of projects and organizations. With a results-oriented mindset, I am passionate about delivering high-quality solutions and adding value to customers and stakeholders.

Education

- Bachelor's Degree in Information Systems – Federal University of Pará (UFPA), Graduation Year: 2013.
- Specialization in Software Engineering – Estácio University Center of Bahia, Graduation Year: 2019.
- Logistics Management – Pontifical Catholic University of Paraná (PUCPR). Expected Graduation: 2024.

Certifications

- Accredited in OKR Management - AIB Institute - 2023.
- Professional Product Owner Certified - PPOC PRACTITIONER - Coletivo Ação - 2023.
- Management 3.0 Fundamentals. K21 / Management3.0 - 2022.
- Certified Product Building Backlog Practitioner – PBB.. Caroli.org - 2022.
- Certified Lean Inception Facilitator – CLF. Caroli.org - 2021.

Courses and Language

- Course of English - English Path Birmingham (UK) - in progress.
- Enterprise Design Thinking Practitioner. IBM - 2021.

- Bootcamp Product Owner - IGTI - 148 hours - 2021
- Requirements Engineering: Business-Oriented Software - FATTO - 24 hours - 2021
- Function Point Analysis Training - AVANSYS - 16 hours - 2020
- Software Measurement and Estimation Training - FATTO - 16h - 2020
- Test Script Development - AVANSYS - 4 hours - 2019
- Function Point Analysis and Counting Methods - PRODEB - 16 hours - 2018
- Pre-Sales Process - PRODEB - 20 hours - 2018
- Agile Process - PRODEB - 12 hours - 2018
- Basic, Intermediate, and Advanced English - PROFICI/UFBA – 680 hours – 2015

Professional Experience

MEDPREV

July/2023 - present

Associate Product Manager I (APM)

Responsibilities:

PRODUCT DEVELOPMENT: Collaborated with the Product Manager in the entire product lifecycle, from conception to launch, ensuring that product requirements were clearly defined, documented, and understood by all parties involved. Assisted in delivery, ensuring that user story acceptance criteria were met in terms of quality, timeline, and budget.

MARKET RESEARCH: Conducted market research to understand customer needs, identify trends, map out competition, and pinpoint growth opportunities. Analyzed market data and customer feedback to provide valuable insights that guided product development.

PRODUCT STRATEGY: Collaborated with the Product Manager in defining the product's strategic vision, setting clear goals aligned with business objectives (OKRs). Actively participated in defining prioritized features and functionalities, as well as pricing decisions, market positioning, and segmentation. Contributed to the go-to-market plan and developed effective launch strategies.

INTERDISCIPLINARY COLLABORATION: Worked closely with product development teams (PMs and GPM), design, marketing, customer success, and customer support to ensure successful product delivery. Facilitated communication between teams, ensuring everyone was aligned with product objectives and that information and resources were shared efficiently.

ANALYSIS AND MONITORING: Collected and analyzed data on product performance, including usage metrics, customer feedback, and market trends. Monitored competition and trends in the health tech industry closely to identify improvement and innovation opportunities. Used this information to recommend strategic adjustments, product enhancements, and continuous optimization.

Tools: Azure DevOps, Figma, Meta Base, Mixpanel, SCRUM, and KANBAN.

MADEIRAMADEIRA E-COMMERCE INC.

June/2022 to March/2023

Software Product Specialist

My main responsibilities included initiating product discovery for the Supplier Score project, providing support and making discoveries for adjustments in the Quotation system, as well as managing product initiatives, epics, and backlog. I was also responsible for preparing project status reports for management and directors, and served as the interface between business areas and technical teams to address cross-functional demands. Additionally, I closely monitored Objectives and Key Results (OKRs) and Key Performance Indicators (KPIs) related to the product. During this period, I utilized various tools such as Bizagi, Figma, Confluence, JIRA, Postman, Kibana, and Grafana, primarily working on the web platform. Throughout my work, I developed important behavioral skills such as leadership, effective communication, analytical thinking, results orientation, and collaboration. I led teams, made assertive decisions, and motivated team

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members to achieve established goals. I communicated clearly and adapted to different audiences and contexts. I used my analytical ability to analyze information, identify trends, interpret data, and make informed decisions. I was results-oriented, constantly striving to achieve targets and overcome challenges. Additionally, I worked collaboratively, partnering with other team members and involved areas to ensure product success.

May/2021 to May/2022
Senior Business Analyst

As a Senior Business Analyst, I worked on projects involving the creation of Technical Assistance Product Management and Access Control systems. I also played a role in supporting and making discoveries for adjustments in the Supplier 1p Product Onboarding, Receivables Anticipation (FIDC), and Deadline and Inventory Management systems. I was responsible for managing product initiatives, epics, and backlog, as well as preparing project status reports for management and directors. Additionally, I acted as the interface between business areas and technical teams, ensuring proper handling of cross-functional demands. I conducted functional testing, client-assisted validation, and participated in system planning and prototyping in collaboration with the UX/UI lead. I applied skills in product management, SCRUM, business analysis, agile methodologies, project management, business and technical requirement elicitation, process mapping (BPMN), user stories, and behavior-driven development (BDD). This included creating test scenarios, software support, database, and APIs. I also took part in stakeholder meetings for progress tracking and feedback, as well as providing support and training to end users. I highlight my ability to work as part of a team, collaborating with different areas and professional profiles. I also demonstrated effective communication skills, both verbally and in writing, ensuring a clear understanding of needs and expectations. I showcased leadership, organizational, and problem-solving skills, capable of managing deadlines, handling challenging situations, and finding suitable solutions for demands, all while maintaining a results-oriented mindset and a proactive approach to seeking continuous improvement and overcoming obstacles.

ACP GROUP

November/2020 to May/2021
Senior Product Owner

Contract: SEBRAE's Software Factory.

As a Senior Product Owner, I worked on software development projects, being responsible for various products such as the Service Portal, Virtual Store, and Supplier Portal. I used tools like Figma and Redmine to perform my tasks. I conducted project scope analysis and definition, as well as the creation of vision documents, technical feasibility, and function point estimation (NESMA). Additionally, I collaborated with designers and clients in system planning and prototyping. I managed the product backlog, writing user stories, prioritizing demands, and conducting change analyses. I created flowcharts and project control documents like schedules and status reports. I also performed detailed function point counting, functional testing, and client validation. I ensured project quality control in compliance with ISO 9001 requirements. Moreover, I addressed support calls, conducting business analysis and demand prioritization. I demonstrated proficiency in product management, business analysis, agile methodologies, project management, requirements management, user stories, Behavior Driven Development (BDD), design tools, function point counting, functional testing, assisted validation, and quality control. In addition to the mentioned technical competencies, I possess behavioral skills that contributed to success in the role. I emphasize my ability in product management, business analysis, and project management, utilizing agile methodologies (SCRUM and KANBAN) to lead processes. Furthermore, I exhibited effective communication skills, teamwork, and problem-solving abilities, always attentive to details and committed to quality, ensuring projects met established standards and requirements.

Mid-Level Product Owner
July/2019 to October/2020

Contract: SEBRAE's Software Factory.

As a Mid-Level Product Owner, I worked on both development projects and system maintenance. I was involved in various products, including the Service Portal, Virtual Store, Supplier Portal, and CRM, all on the web platform. I utilized my skills and appropriate tools to carry out my responsibilities. I was responsible for conducting scope analysis and definition in collaboration with the client, as well as creating documents such as vision, technical feasibility, and function

point estimation (NESMA). I actively participated in system planning and prototyping, collaborating with designers and clients. Throughout the development process, I managed the product backlog, writing user stories, prioritizing demands, and analyzing necessary changes. I created flowcharts and project control documents like schedules and status reports. I conducted detailed function point counting and carried out functional tests. Additionally, I participated in system validation with the client and managed the project using the Redmine tool. I also addressed support calls, conducting business analysis and prioritizing demands. I applied skills in product management, business analysis, agile methodologies, project management, requirements management, user stories, Behavior Driven Development (BDD), effective communication, test scenarios, expectation management, assisted validation, and Kanban. In addition to the mentioned technical competencies, I emphasize my ability in effective communication, which was essential for interacting with the team and stakeholders. I also have a results-oriented approach, always striving to exceed customer expectations.

BAHIA DATA PROCESSING COMPANY (PRODEB)

May/2018 to July/2019

Mid-Level Product Owner

As a Mid-Level Product Owner, I worked on projects and maintenance for different clients, utilizing both web and mobile platforms. Throughout my role, I used tools like Figma and Redmine to carry out my responsibilities. Prior to project initiation, I was responsible for preparing pre-sale documents, such as scoping and function point estimation. During the development phase, I managed the product backlog, creating user stories, prioritizing tasks, and analyzing necessary changes. I also created flowcharts for enhanced process visualization. I applied techniques for both estimated and detailed function point counting to estimate project size. I conducted functional tests and participated in client-assisted validation. Additionally, I addressed support calls, analyzing business needs and prioritizing demands. I applied skills in product management, business analysis, agile methodologies, project management, requirements management, user stories, Behavior Driven Development (BDD), communication, expectation management, SCRUM, KANBAN, function point analysis, software support, testing, database management, agile process quality control, APIs, and microservices. In addition to the mentioned technical competencies, I emphasize my ability in effective communication, which was essential for interacting with the team, clients, and other stakeholders. I also possess skills in project management, function point analysis, and quality control..

GRUPO RECURSOS

April/2017 to April/2018

Project Team Coordinator

Contracts: Salvador Traffic Superintendence, Municipal Urban Development Secretary of Salvador and Arapiraca City Hall - AL (Alagoas).

As a Project Team Leader, I was responsible for guiding, supporting, and overseeing the projects of requirements analysts. My role involved identifying obstacles and working together with management and clients to find solutions. I worked on projects such as Simplifica Salvador and Protocol, a fine management system for TRANSALVADOR. I worked on web, mobile, and desktop platforms, ensuring successful project delivery. In addition to team leadership, I also managed project control and monitoring artifacts, such as schedules and reports, which were shared with clients. I conducted meetings with clients to align expectations and gather essential feedback for project progress. I contributed to proposing improvements for the product development process in the factory, suggesting new methods and tools to enhance efficiency and result quality. I applied skills in business analysis, project management, communication, expectation management, project coordination, team leadership, and database management. In addition to the mentioned competencies, I emphasize my leadership ability, which was essential for motivating the team, problem-solving, and ensuring deadlines and targets were met. I am passionate about project management and collaborating with multidisciplinary teams to achieve high-impact results.

October/2016 to April/2018
Mid-Level Requirements Analyst

Contracts: Salvador Traffic Superintendence, Municipal Urban Development Secretary of Salvador and Arapiraca City Hall - AL (Alagoas).

As a Requirements Analyst, I worked on projects across web, mobile, and desktop platforms, playing a crucial role in requirement management and elicitation. My responsibilities included closely collaborating with the design team and clients, planning and prototyping systems to meet project needs. I was in charge of detailed documentation of both functional and non-functional requirements, as well as crafting use cases and UML diagrams. I also took part in database modeling and flowchart creation, ensuring a clear and accurate understanding of the systems to be developed. Additionally, I played an active role in executing projects following traditional methodologies, contributing to project planning, execution, and monitoring stages. As part of my responsibilities, I also conducted functional testing of the developed systems and collaborated in client validation. Moreover, I had the opportunity to provide training, sharing knowledge and aiding in the adoption of the developed solutions. My competencies include advanced business analysis and requirement management skills, along with strong communication abilities. I have proficiency in UML, enabling me to use this modeling language to represent systems clearly and accurately. I also possess knowledge in testing and database management, ensuring project quality and integrity. As a Requirements Analyst, I am passionate about understanding client needs, translating them into functional requirements, and contributing to project success with dedication and proactivity to deliver excellent results.

MUNICIPAL SECRETARY OF PUBLIC ORDER OF SALVADOR

April/2016 to August/2016
Systems Analyst

At the Department of Public Order in Salvador/BA, I worked as a Systems Analyst, fully integrated into the Information Technology Unit. My main role was software development, with a focus on projects related to public lighting. I closely collaborated with the Directorate of Public Lighting Services, conducting requirements gathering to understand client needs. I utilized various technologies in system development, including the Bootstrap Framework, PHP, JavaScript, and MySQL database. Additionally, I participated in database modeling, ensuring efficiency and data integrity. I also took on the responsibility of conducting software tests, ensuring the quality and functionality of the developed systems. I applied skills such as proactivity, programming, attention to detail, team collaboration, problem-solving, and a commitment to quality.