

# WESLEY MELO

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## SUMMARY

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- 10+ years of experience in agile software development, business analysis, product management and consulting for global retailers, fitness franchises, SaaS and B2B platforms.
- Led the development of a digital membership management platform, reducing cancellation complaints by 65% and increasing online membership transactions to 70% within six months.
- Experienced in leading cross-functional teams remotely across US, Brazil and India, oversaw the end-to-end lifecycle of product features and continuous iteration to deliver customer-centric solutions, from concept to launch and beyond.
- Fluent in overseeing daily operations, project execution, managing product roadmaps, facilitating communication, agile processes, and addressing risks and gaps effectively.

## WORK EXPERIENCE

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### Liferay

Product Owner

**Brazil**

November 2023 - Present

- Spearhead product roadmap development and prioritize feature delivery and enhancements to enable workflow automation, low-code integrations, localization, ticketing, and CMS products, impacting 1200+ users and achieving over 80% of quarterly delivery targets.
- Direct design and engineering to conceptualize, identify gaps, requirements definitions, create 15+ detailed process maps to guide product development, architect solutions, release management and deployment phases.
- Authored and communicated detailed product plans using Jira and Confluence, managing 200+ backlog items and creating 40+ documentation artifacts, resulting in 70% fewer scope misunderstandings, 40% reduced cycle time, and 80% improved delivery predictability.
- Analyzed insights, tracked 250+ platform incidents, and implemented preventive measures using Tableau, cutting incident volumes up 20%.

### CBYK Consultoria

Senior Business Analyst

**Remote**

June 2023 – November 2023

- Spearheaded product analytics by implementing 10+ A/B testing scenarios using Optimizely, structuring 40+ interview processes, and defining OKRs, increasing feature adoption by 20%.
- Worked closely with client's marketing and data analytics teams to implement 4 growth tracking tools and 14 KPIs, measuring market needs, product health, and business value – This project guided to actionable insights for platform monetization.
- Conducted extensive user research through 35+ surveys, 30+ customer interviews, competitive analysis, and 8 rounds of user testing, enhancing product-market fit by 30% and reducing feature development costs by 25%.

### ThoughtWorks

Technical Product Manager

**Remote**

December 2022 – May 2023

- Drove strategic initiatives alongside the Head of Product, mentoring 5 product managers and conducting 8 training workshops, resulting in 80% departmental growth.
- Partnered closely with engineering and design teams using Figma and Jira, implementing bi-weekly feedback loops that increased feature relevance by 45% for a C2C marketplace platform.
- Understand customer's requirements, create 50+ use cases, test plans, functional specifications documents that the development requires to begin working on the project, reducing requirement clarification cycles by 60%.

Product Manager

December 2020 – December 2022

- Championed implementation to launch an online membership management web platform that reduced cancellation complaints by 65%, expanded memberships by 30% and enabled 70% of membership changes processed online, which contributed to a 164% client's revenue increase from 2020 to 2023.
- Managed a globally distributed, cross-functional team remotely, communicated clear product requirements, removed blockers, and accelerated delivery timelines by 25%.
- Engaged on growth funnels initiatives (customer acquisition and user retention) to optimize and leverage the product experiments through A/B testing for different countries, feature changes and lifecycle management across digital channels.
- Developed and executed detailed delivery plans, tracked timelines, scope, and capacity, reducing delivery risks by over 20%.
- Drove the transition from Kanban to Scrum, which increased sprint forecast and delivery by 20%, and cut long meeting times by over 70%, and boosting team efficiency, fostering clear and efficient alignment. – Fostered a collaborative and communicative environment while driving continuous improvement.

## WORK EXPERIENCE (Continued)

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Business Analyst

September 2019 – November 2020

- Enhanced platform scalability and performance by 40% during peak traffic, resulting in a 54% increase in online sales. – Modernized and enhanced the client's e-commerce platform achieving a 20% growth in e-commerce revenue.
- Led the integration of Apple Pay and Buy Now, Pay Later (BNPL), increasing average order value and significantly reducing cart abandonment rates.
- Teamed up with project manager and tech lead to track deliverables and deadlines, documented clear requirements and specifications as user stories with acceptance criteria, and maintained effective team communication throughout development.
- Facilitated user interviews and led agile practices (daily stand-ups, sprint planning, and retrospectives).

**Accenture**

**Brazil**

Full Stack Developer

September 2018 – April 2019

- Developed services for a customer-facing chatbot over the JavaScript tech stack, resulting in a 20% boost in user engagement.

Software Developer

April 2014 – August 2018

- Migrated critical systems to Oracle, reducing maintenance costs and data processing speed by 30%.

## EDUCATION

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**Escola PM3**

**Remote**

Advanced Product Management Program

**Tera**

**Remote**

Digital Product Leadership Program

**Estácio**

**Brazil**

Bachelor of Technology - Information Technology Administration and Management

**Unibratec**

**Brazil**

Information Technology Bachelor's Degree

## CERTIFICATIONS

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Professional Scrum Product Owner PSPO II

**Scrum.org**

Certified Product Leadership and Strategic Alignment Practitioner

**Caroli.org**

Certified Lean Inception Facilitator

**Caroli.org**

## SKILLS, LANGUAGES AND INTERESTS

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**Languages:** English (Bilingual Proficiency (C2 Level)) | Portuguese (Bilingual Proficiency (C2 Level))

**Skills:** Product Strategy | Roadmap | Vision | Leadership | Agile Methodologies | Software Product Management | Requirements | Launch | UX | User Stories | Lifecycle Management | Scrum | Product Development | Technical Product Management | Jira | Competitive Analysis | Product Design | Marketing | Consulting

**Interests:** Growth Strategy | Generative AI | Research | Automations | Leadership