José Paulo de Mello Gomes

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Experience

Gabriel   June 2020 – Present
Produt Manager   São Paulo, SP

- **Reduced CAPEX by 62%**
- Reverted the loss of **49 clients**, adding a total of **R$700,000.00 in LTV**
- Advanced payback by 15 months and increased IRR (annual) by **60 percentage points**
- Reduced time to *Aha! moment* by **70%**
- Utilized **data analysis** from App usage to identify improvements in the App registration process, increasing the registration conversion rate by **30%**
- Worked with multidisciplinary teams of hardware engineers, computer vision, IoT experts and UI/UX designers.

Mobile Software engineer

- Responsible for the entire development cycle of the application, from creation, refactoring, development, testing, deployment, monitoring, bug fixes, and improvements
- Focused primarily on user-facing applications, including mobile, web, and embedded systems
- Implemented CI/CD for applications
- Implemented analytics tools to extract usage data

Walkbeat   April 2020 – July 2020
Freelancer developer   Remote

- Participated in the construction of the first version aimed at customers
- Worked closely with the company's executive management and participated in defining requirements, task refinement, estimating complexity and monitoring the team's delivery
- Implemented CI/CD for applications, creating a testing environment on Microsoft App Center

Education

Universidade Federal Fluminense   January 2017 – September 2021
Bachelor of Information Systems   Niterói, RJ

- **Areas of Study**: Human-Computer Interaction, Business Process Management, Corporate Governance, Business Intelligence, Data Structures, Computer Networks, Algorithms, Databases
- **Research**: CARD.IO: A study on the usability of mobile applications for the elderly

Produtos Incríveis   Aug. 2022 – Aug. 2022
Product Management   São Paulo, SP

- **Coursework**: Product Discovery, Data analysis, Product Market Fit, stakeholder alignment, Prototype and Usability testing

Produtos Incríveis   May 2023 – May 2023
Product Leadership   São Paulo, SP

- **Coursework**: Leadership Fundamentals, Team Structure, Recruitment, Team Development, Metrics, Time Management and Prioritization

SKILLS

A/B testing, data analysis, market research, analytical and structured thinking, stakeholder alignment, user experience, service design, second order thinking.

Languages : Dart/Flutter, Python, JavaScript, TypeScript, HTML/CSS, SQL (PostgreSQL, MySQL)
Tools: Figma, Notion, Mixpanel, OneSignal, TypeForm, Jira, Trello, Miro, GitHub, Zapier, Google Firebase