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EXPERIENCE

Product Manager – Learning Services, Passei Direto

Florianopolis Area, SC, Brazil — October 2015 - present

Passei Direto has the mission to connect students and their knowledge and provide a richer learning experience. The network is 100% free and collaborative for over 4+ million students.

Main responsibilities

- Managing the entire product line life cycle from strategic planning to tactical activities;
- Drive product development focused on B2C KPIs like customer life value, loyalty, etc...
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers;
- Driving a solution set across development teams (primarily Development/Engineering, Data Science and Marketing Communications) through market requirements, product contract and positioning;
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute;
- Implementing ecommerce process to Learning Services product, plus product recommendation and search personalization;
- Analyzing potential partner relationships for the product.

Methods, technologies and tools

Product Roadmap, Product Vision, Product Goals, P&L, People Management, A/B Testing, AARRR, Usability Testing, Card Sorting, User Journey, User Flow, Wireframe, Concept Maps, Personas, Scrum, Google Analytics, Bandit, Optimizely

Product Manager – Search, Chaordic

Florianopolis Area, SC, Brazil — November 2013 - September 2015

Chaordic is a leader in personalization solutions for e-commerce in Brazil. With its products, online stores such as Saraiva, Pontofrio.com and Walmart Brazil offer the right products for each and every consumer, impacting millions of users in the Brazilian e-commerce.

Accomplishments

- 12% increase in revenues raised by users who have used the internal search in a large Brazilian Ecommerce player (A/B Testing against a global competitor);
- 28% increase in the conversion rate of users who used the internal search (A/B Testing against a global competitor);
- First personalized search engine marketed exclusively for ecommerce websites.

Main responsibilities

- Managing the entire product line life cycle from strategic planning to tactical activities;
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers;
- Driving a solution set across development teams (primarily Development/Engineering, Data Science and Marketing Communications) through market requirements, product contract and positioning;
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute;
- Manage a team of UXs / POs to develop new features to product;
- Analyzing potential partner relationships for the product.

Methods, technologies and tools

PRDs, Product Roadmap, Product Vision, Product Goals, P&L, People Management, A/B Testing, Usability Testing, Card Sorting, User Journey, User Flow, Wireframe, Concept Maps, Personas, Scrum, Google Analytics, Bandit, Optimizely

Product Owner – Innovation/New Offers, Chaordic

Florianopolis Area, SC, Brazil — March 2013 - October 2013

Ideation and design of new innovative products for e-commerce (B2B / B2C) using product recommendation technology through big data analysis.

Development of functional prototypes for mobile (Android and iOS), UX/UI Design, usability testing and user engagement evaluation.

Product Owner – Mail, Chaordic

Florianopolis Area, SC, Brazil — June 2011 - June 2012

Accomplishments

- Lead the development, pricing and go-to-market strategy to a personalized real time email marketing product for online retailers;
- Create a group of triggered personalized, real time offers delivered by email based on customers' behaviors with the store;
- Develop A/B tests at Chaordic's email marketing product to test the email subjects, which obtained an increase of 35% on open rate metric.

Methods, technologies and tools

Usability Testing, Card Sorting, User Journey, User Flow, Wireframe, Personas, A/B testing (with Bandit and Optimizely), Google Analytics, Litmus, HTML, CSS.

Co-Founder & CDO, Rudra

Florianopolis Area, SC, Brazil — May 2010 - June 2011

Rudra is a startup that aims to develop software for new business models, within the design of a natural capitalism.

Its mission is to transform the discourse of sustainability into practice through innovative products and processes for segments deemed strategic.

Methods, technologies and tools

Usability Testing, Card Sorting, User Journey, User Flow, Concept Maps, Wireframe, Personas, HTML5, CSS3, JQuery, PHP (with Cake framework), Java (with Grails MVC framework), MySQL and Apache.

Senior UX/UI Designer, Center of Digital Convergence - CERTI

Florianopolis Area, SC, Brazil — August 2008 - May 2011

CERTI is an independent, nonprofit organization that develops innovative technology solutions for the private sector, government and third sector institutions.

Accomplishments

- Led the design of the User Interface for HD-One, set-top box developed for the Brazilian Digital Television market – ISDB-Tb.
- Designed and developed the User Interface for the Philips set-top box (ISDB-Tb) marketed in Brazil.
- Developed the Philips Electronics Portal using CSS3, HTML5, JQuery, Spring Framework and SQLite.
- Led one of the first evaluations of usability for Brazilian Digital Television applications, creating a checklist for the development of these applications.

Methods, technologies and tools

Usability Testing, Card Sorting, User Journey, User Flow, Concept Maps, Wireframe, Personas, Scrum, HTML5, CSS3, JQuery, PHP (with Cake framework), Java (with Grails MVC framework), MySQL and Nginx.

UX/UI Designer, Stela Institute

Florianopolis, SC, Brazil — January 2004 - August 2008

The Stela Institute is a private non-profit organizations based in Florianópolis, Brazil dedicated to scientific research and development of innovative software solutions. Its products are used by over 20 million users across Latin America.

Accomplishments

- Led the design and development of Lattes Platform Portal, getting around 100k visitors/month from Brazilian scientific community.
- Responsible for IA/UX of the Innovation Portal, a project created by the Brazilian government to support and accelerate the process of innovation in the country. In the first year, 2 million researchers and more than 10 000 companies throughout Brazil subscribed to this portal.
- Responsible for IA/UX of the National System of Higher Education Assessment (SINAES) project developed for the Brazilian Ministry of Education (MEC) and the National Institute for Educational Studies and Research (INEP) to evaluate universities, masters and postgraduate PhDs in Brazil.

Methods, technologies and tools

Usability Testing, Card Sorting, Cognitive Maps, Personas, Ethnographic Research, Wireframe, HTML, CSS2, Prototype, Mootools, PHP (with Smart template systems) and Java (with Spring framework).

EDUCATION

Scrum Alliance

Certified Scrum Product Owner (CSPO) – May 2015

Federal University of Santa Catarina

M.Sc. Candidate Design Management — 2011-2013

Researched about the influence of recommender systems in the consumer experience of online shopping.

Faber-Ludens Institute of Interaction Design

Specialist Interaction Design — 2009-2011

Research about the usability of interactive applications on brazilian digital television platform.

Barddal University of Applied Arts

B.A. Graphic Design — 2004 - 2009

Research about the influence of the online advertiser (retarget approach) on the websites usability.

SKILLS

- Strategic thinking
- Data driven
- Good communicator and influencer
- Strong knowledge on e-commerce and customer experience (CX)
- Knowledge on web development (architecture, coding and design/ux)
- Get things done

REFERENCES

Available upon request.